



NOLOGY DEPARTMENT

The

Manufacturing Confectioner

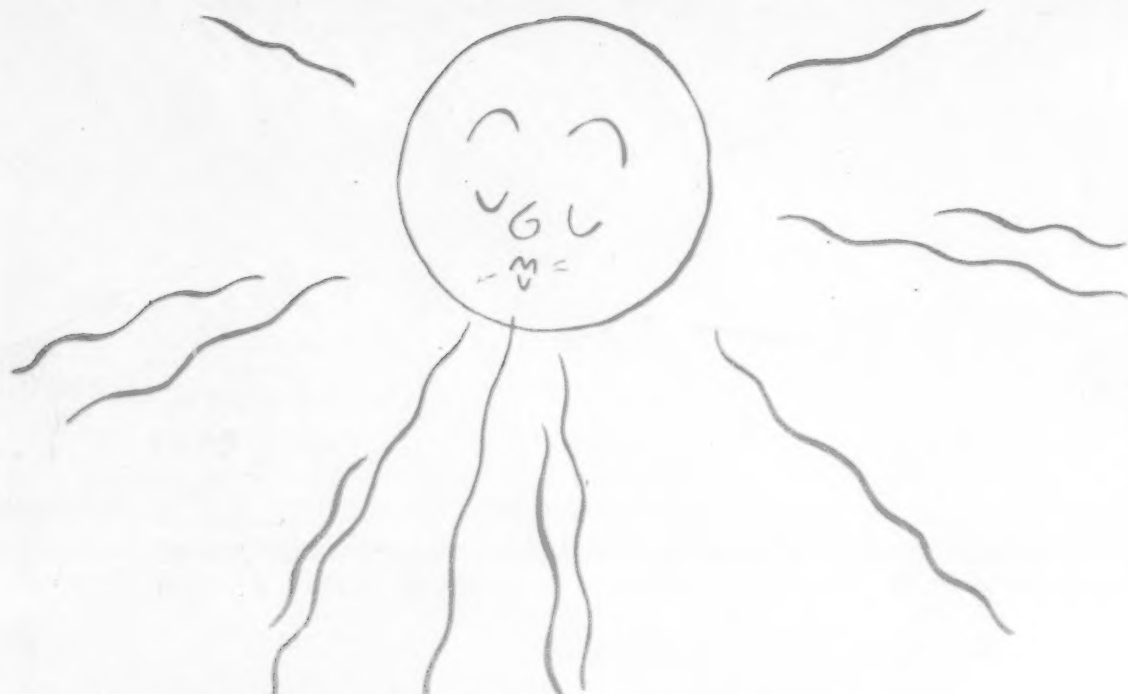
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ONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS






FEBRUARY
1949

How Marabou Expands Candy Volume in Plant in Sweden.
How Candy Wholesalers View Sales Outlook for 1949.
How NECCO's Modern Restrooms Highlight Sanitation.
How Packaging Supply Will Meet Demand During Year.



NORDA teams up with Nature to

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Test them... Try them... Taste will tell

Why good things made with NORDA **sell**

Norda Citrus Oils give your product the natural goodness of juicy, fresh, *real* fruit. These true-flavored Norda Flavors have a hearty, sun-ripened richness it would be hard for you to match.

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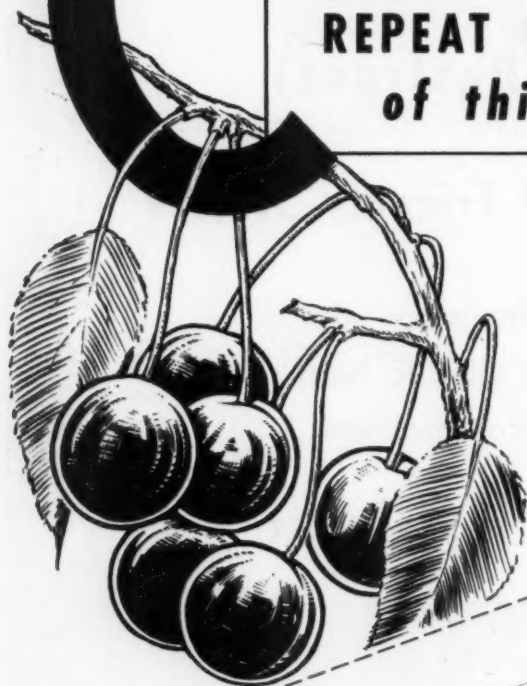
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**REPEAT SALES are the measure
of this flavor's worth!...**



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Please send us a **FREE** sample of the type you would recommend, with
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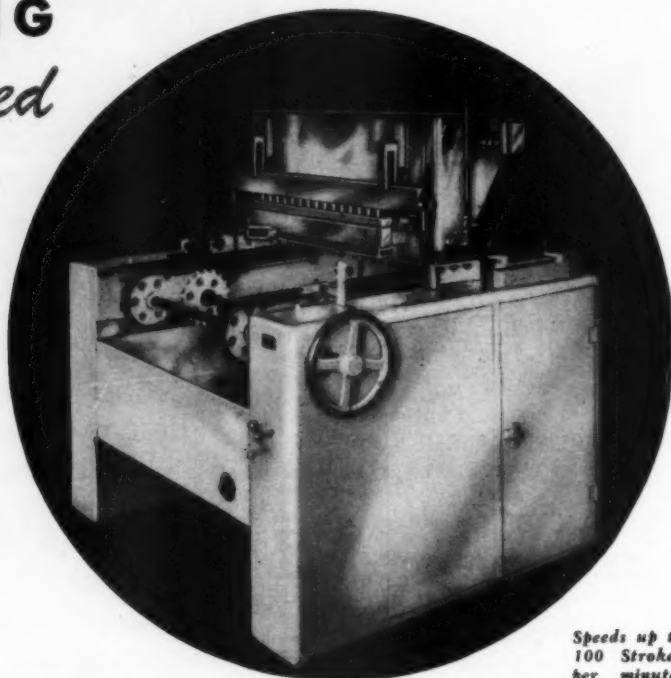
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COVER: Attractive box wraps help enhance appeal of candy packages.
(Pictures used through courtesy of Bendix Printing Company, Inc.)

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10 Good Reasons Why

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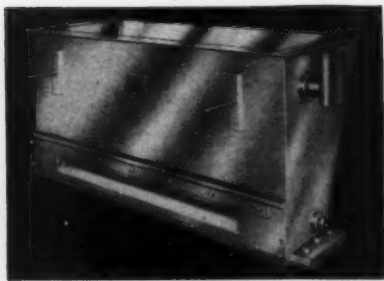
*Speeds up to
100 Strokes
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- 5 Finger-tip control of tray feed with indicator scale.
- 6 Stroke of pump from zero to maximum instantly controlled by conveniently located crank at front of depositor.
- 7 Independent clutch for pump bar.
- 8 Latest type famous Mill River bronze pump-bars with separate inlet and outlet valves that transfer

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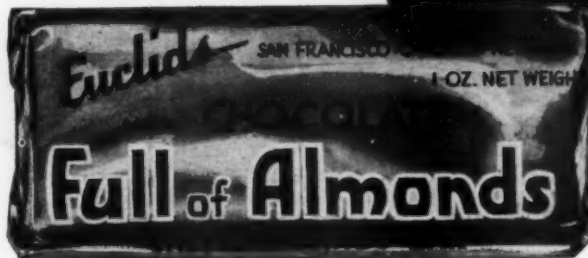
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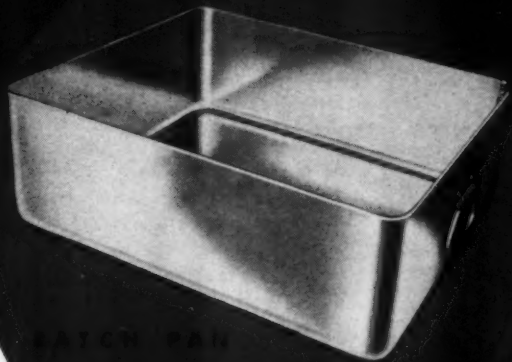
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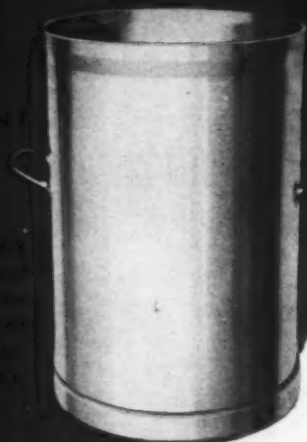


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Heavy duty body - 24 1/2" x 12 1/2" x 2 1/2"
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bottom welded for
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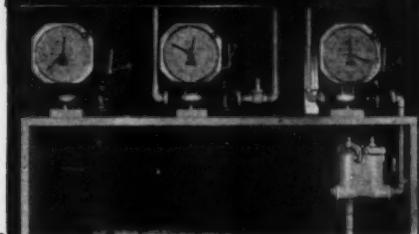
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*Easiest and
Surest Way to
Keep Track of
Liquids*

NEPTUNE METERS

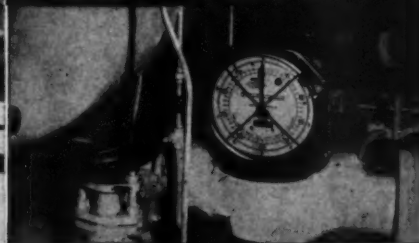
IN BATCH MIXING, accurate Neptune meters give choice of manual or automatic operation. Here spirits, water, and liquid sugar are automatically batched into mixing tank.



IN PROCESS CONTROL. For accurate control over quality, this modern plant uses Neptune meters to measure sugar syrups.



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Liquid
METERS

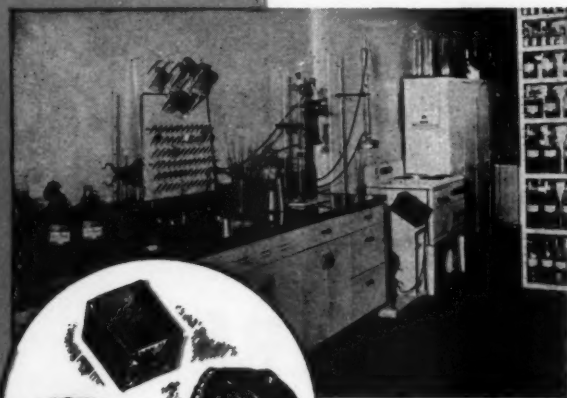
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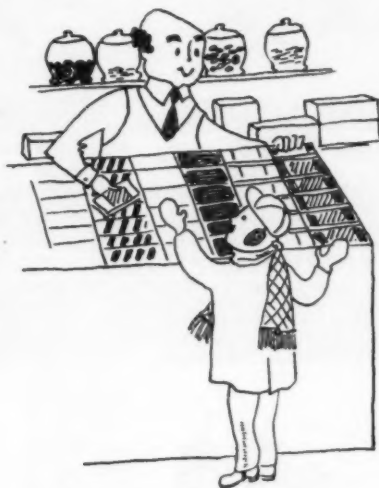
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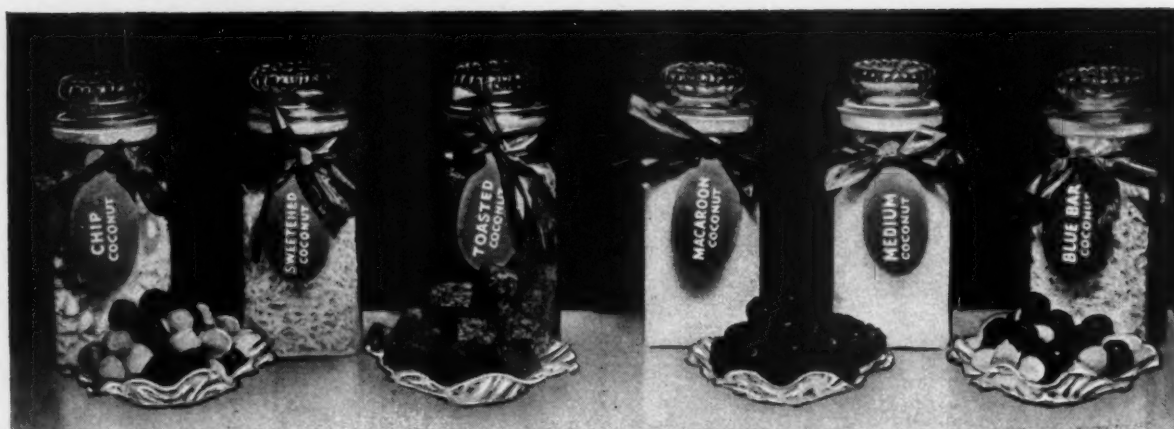
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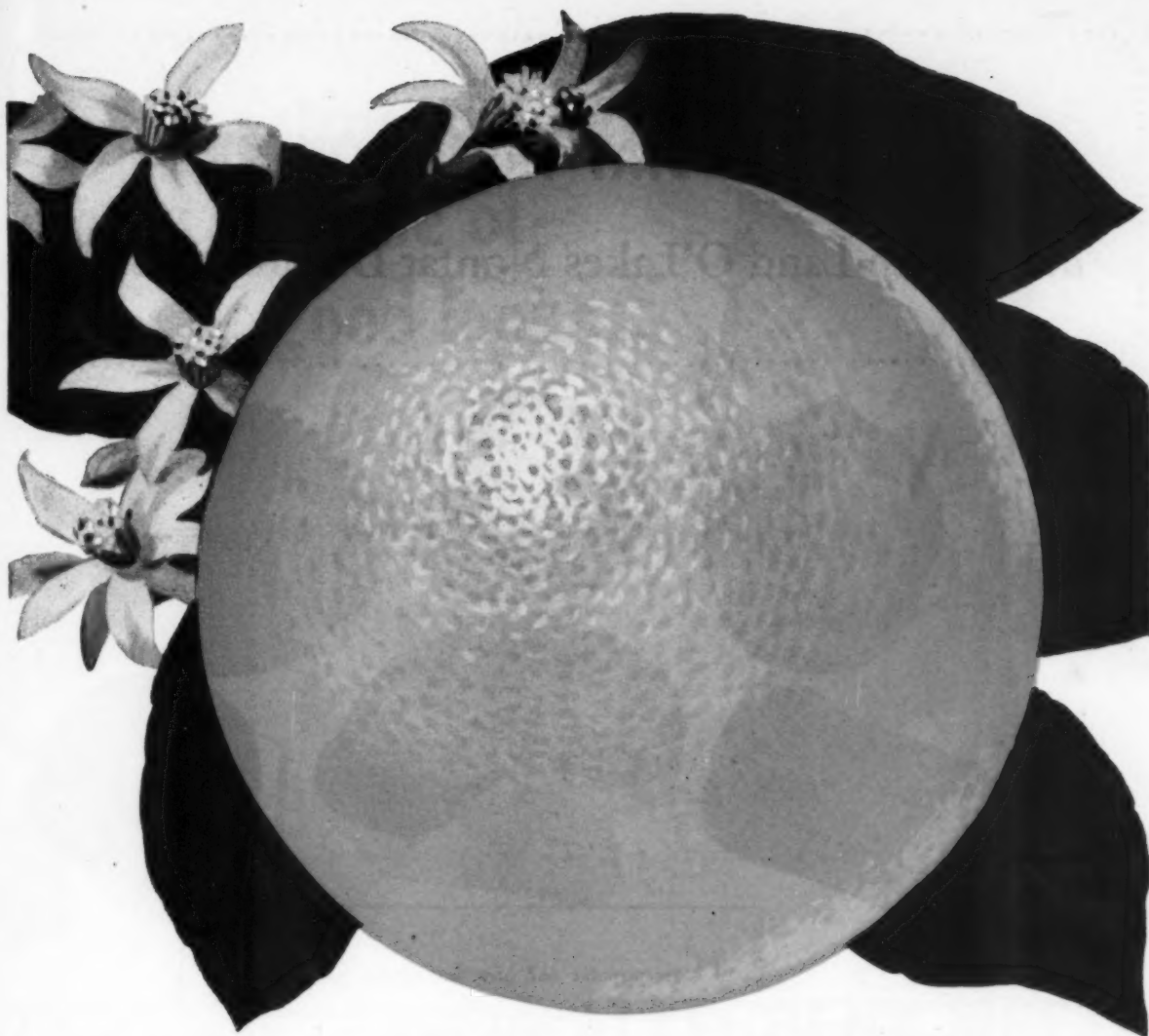
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Dry Buttermilk Solids

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Minneapolis 13, Minnesota



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good looks...



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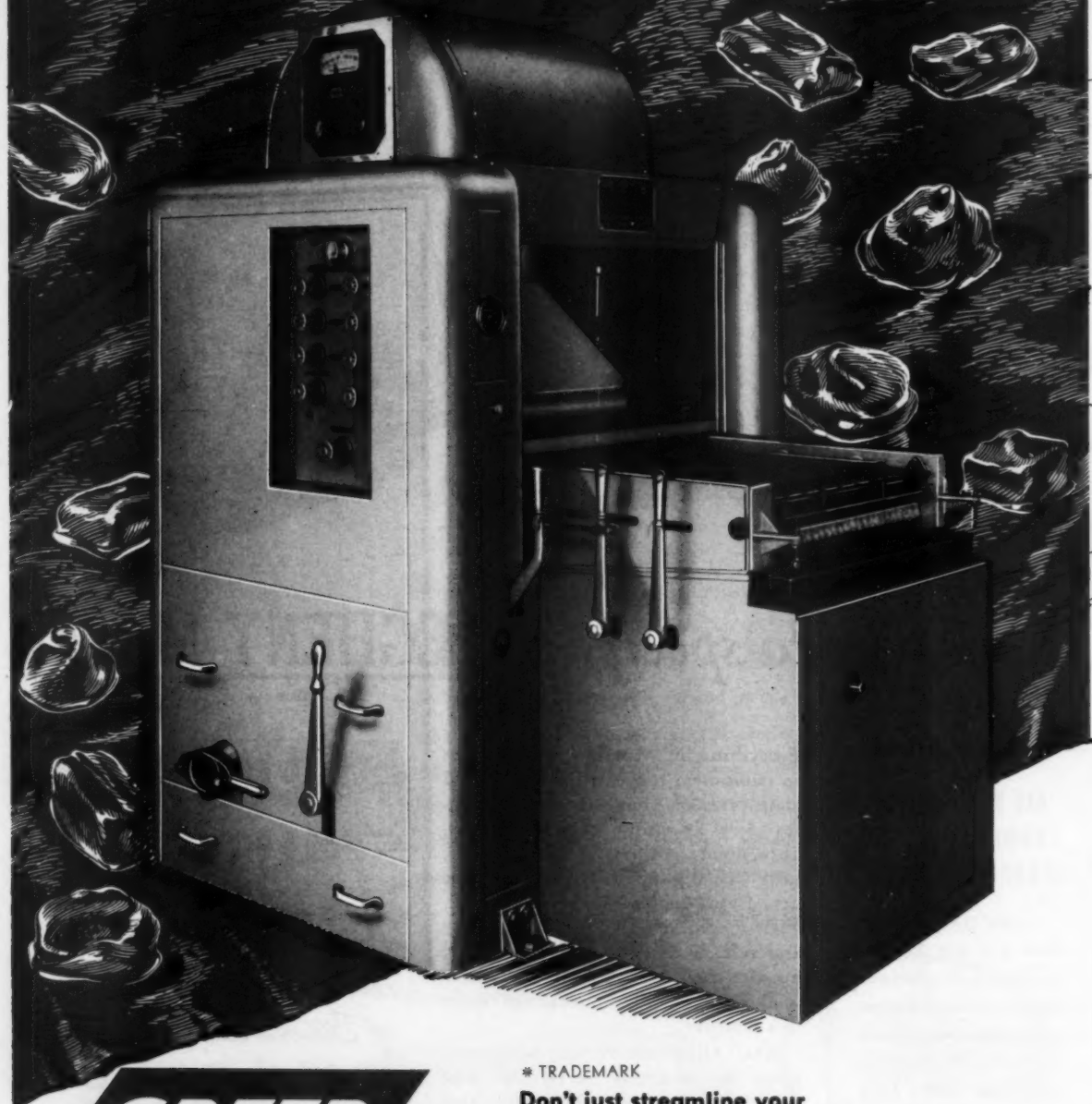
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Greerline Your Production
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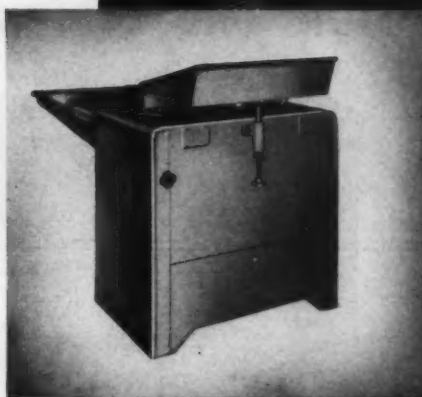
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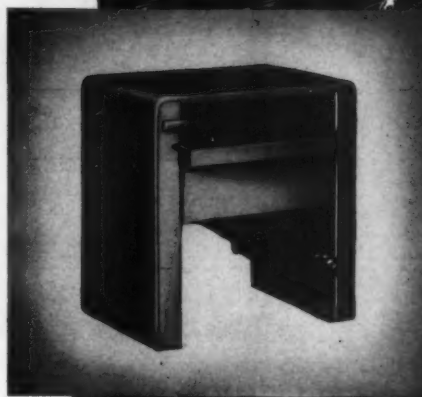
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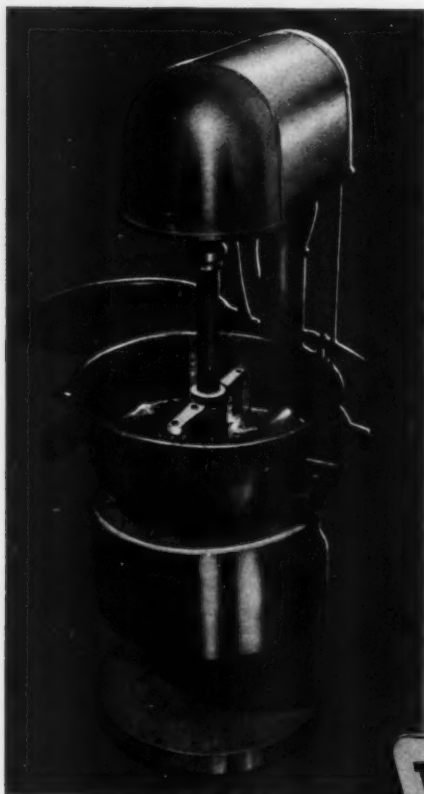
Rum F-634

Repeat sales will be assured your confections with RUM F-634... a remarkable simulation of Jamaica rum, long-lasting, having good retentive qualities in your hard candy, gum drops, or jelly products. Write today to our flavor research laboratories for a sample.

ORDER NOW FOR EASTER PRODUCTION

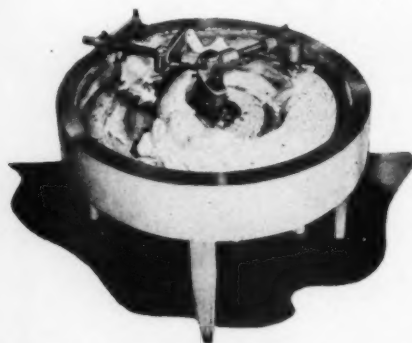
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For batches of straight or closely doctored fondant, icings, fudge, etc. Cast polished brass scrapers and plow designed for uniform mix. Cooling bed built of highly polished steel for easy cleaning. Convenient drain plug. Adjustable legs. Gears and motor completely housed. Capacity 15 to 50 pounds. Floor space 3' x 3'.



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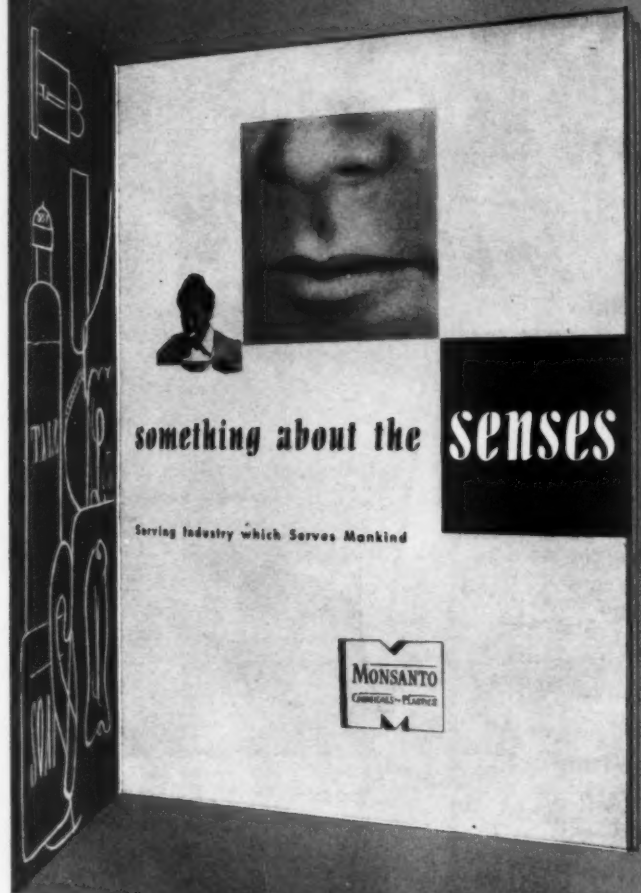
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The Manufacturing Confectioner

Marabou Expands Volume in Sweden

by CLARA BALDWIN

EDITOR'S NOTE: *This interesting article by Miss Baldwin, who is traveling around the world, is the fourth of an exclusive series on world-wide candy methods for readers of THE MANUFACTURING CONFECTIONER. Miss Baldwin's previous articles appeared in the March, August, and October, 1948 issues.*

HIRING EVEN ITS truck drivers on a piece work basis, AB Chokladfabriken Marabou—or the Marabou Chocolate Factory, Ltd.—in Stockholm, Sweden, has the largest percentage of piece work production of all the chocolate factories in Sweden. The piece work incentive system, which is used throughout the plant as a stimulus to employees for more efficient production, has “considerably” increased plant production as well as the workers’ incomes.

Under the Marabou incentive system, payments are made to the truck drivers according to the number of clients visited. Production workers, in many cases, are given the right to judge the speeds of their machines and how best to control or adjust their handling with those speeds, so that they may figure out their maximum production to their own profit. Much of the work, particularly in the chocolate coating of caramels and in packing, is handled in teams. Results have proved so satisfactory that women seriously dislike being shifted

from their team positions, even though such a shift may be planned to vary the work and ease the monotony. Marabou has also discovered that its women employees become more easily adapted to this team system on a piece work basis than do the men, who generally, prefer to work individually.

Earnestly conscious of the value and advantages of having satisfied workers, as regards both the quality and quantity of production and also from the social standpoint of raising living standards, Marabou and its sister organizations are exceedingly social minded. Together with these sister organizations—the Findus canning plant at Bjuv, Skane, in south Sweden; and the Freia Chocolate Company, of Oslo, Norway—Marabou operates from the point of view that what assists the community also assists the company.

Working continually to assist its workers, Marabou has built a plant set within a garden, where conditions for working are the finest and most pleasant that constant planning can achieve.

Marabou also employs discussion group methods for handling problems. One worker is appointed to represent a group of about 100 fellow workers. These appointees meet with the staff and representatives of the office division. The plan was worked out as a method of achieving better contact between management and labor. It has been in effect about a year.

Marabou was founded in 1916 as a small plant in Sundbyberg, a suburb of Stockholm. Now grown into a



WOMEN employees packaging Marabou's "Aladdin" chocolate assortment. The Stockholm firm produces about 30 tons of chocolates daily.



CHILDREN'S PLAYGROUND in the Marabou garden (above, at left) is a popular spot for children of the community. Marabou's offices and factory are located in the expansive garden, which is open during the Summer to the public. Lodges, shown at right, are maintained by the Findus plant, which Marabou took over in 1941. Findus maintains a community housing center for its employees, has an experimental farm, and has recently added frozen foodstuffs to its lines.

large organization, Marabou employs about 1,000 persons, including about 750 factory workers, 150 clerks and office workers, and 50 plant foremen, as well as a sales force numbering around 50.

The first office building still stands on the grounds and is being used at present to house the clinic and personnel offices as well as offices for the firm's engineers. Several new buildings have been added in more recent years, all of beautiful modern construction, with picture windows and fine art work. Included in this fine art work are a sculptured piece in black granite by Ivar Johnson which stands outside the main office building, and a large, colorful fresco painting by Hilding Linnquist in the dining room of the employees' building (shown in an accompanying photo.—Ed.)

The factory and its offices are situated in an expansive garden setting or park, a part of which is open during the Summer to the public. It is also a spot where the youngsters of the community like to play.

The late Johan Throne-Holst founded the Freia company 50 years ago. His eldest son, Henning Throne-Holst, founded the Marabou firm after the end of the first world war in accordance with the principles realized in the Freia company. He is at present chairman of the boards for all three of the company organizations.

Lars Anderfelt is the managing director of Marabou and Findus.

In 1941 the company took over the Findus plant, which was a small canning operation, and has expanded its activities greatly. Today Findus maintains a fine community housing center for company employees, has an experimental farm, and has recently been freezing foodstuffs in addition to the regular line of canned and preserved items for the market.

A large laboratory, housed in its own separate building in Sundbyberg, serves both the Marabou and the Findus plants. Within the building are two laboratories: one used for research and experimental purposes, the second for testing products and ingredients for quality control. A research and technical library is also housed in the laboratory building. An underground passage connects the laboratory with the office building, while an aboveground passage joins the employees' building with the main factory.

The upper floor of the employees' building is used for a dining room and an overlooking balcony lounge and is ideal for parties and employee club meetings. A staff of 16 persons operates the restaurant and about 900 lunches are served each day. The spirit of the place is democratic with the executive staff, including the



DINING ROOM is in upper floor of employees' building and serves about 900 lunches daily. A staff of 16 operates the restaurant. Meals are served at half price to employees, with Marabou absorbing the balance. By staggering the lunch periods, staff is able to serve about 100 employees every 15 minutes. In the background is a large colorful fresco painting by Hilding Linnquist. Employee parties and club meetings are also held in the dining-room and the overlooking balcony. The lower floor of the employees' building houses locker and shower rooms for both the men and women.

managing director, eating in the same room with the factory workers.

Meals are served to the employees at half price, with the company absorbing the balance of the costs. In order to relieve congestion in the dining room, the lunch periods are staggered, so that only about 100 persons come to the restaurant each 15 minutes through the lunch hours. The employees, however, have a luncheon rest period of 45 minutes each.

Music is played from a gramophone center through the work areas at intervals of 20 minutes duration about five times each day. Call signals through the building are handled by a lighting system.

A register of accidents is located in the passageway between the employees' building and the factory as part of a campaign to reduce accidents in industry. Although actually there is never a heavy accident record at Marabou, the company still has noted a decrease in the number of accidents since the start of the campaign.

The lower floor of the employees' building houses locker and shower rooms for both the men and women. To speed distribution of salaries, pay spaces designated by call numbers are also provided.

Health control plays an important part in Marabou's personnel program. General medical examinations, including tests and x-rays for tuberculosis, are given each new employee. Lungs are examined by x-ray each year, and general medical checkups are given at regular intervals. For two hours daily a doctor is on duty, and consultation is available to the employees. A nurse is in attendance during the entire day. Each worker contributes 50 to 60 ore weekly to a sick fund, and the company makes up the balance of the cost. When

sick, employees are paid from this fund. The fund itself is governed by an administrative board, on which the personnel manager represents management.

Marabou's personnel program is far reaching in its inclusiveness. Factory workers clubs and a library are available to employees. Service recognition awards made to 25-year employees include payment of a month's salary as an extra bonus, presentation of a silver dish with a commemorative description, and awarding of a group expense-paid visit to Norway and the sister Freia plant. For employees' children between the ages of three and 13, Marabou maintains a children's holiday home, or camp, in Bettna, on Lake Yngaren, in the center of Sweden. Here children of all employees are given the opportunity of spending two months each Summer at the expense of the company. The camp provides sleeping huts, a dining room and kitchen, staff accommodations, and a sick bay annex, as well as gardens, playgrounds, an athletic field, and a large bathing beach. The children are cared for by a staff of the colony, sports leaders, children's nurses, and kindergarten teachers. A double service for both the company and the community has been worked out in the packing rooms at Marabou, making it possible for married women, many of whom have been former employees of the company, to work for a half time period of four hours each day.

Marabou is producing something like 30 tons of chocolates daily. It is interesting to note that, since the beginning of the war in 1939, the company increased its production 10 per cent, yet at the same time was able to reduce its staff about 30 per cent. Individual average production of the workers has, in the same

(Continued on page 66)

Candy Dollar Volume Rise Continues

DESPITE A DROP of 1 per cent in total confectionery sales for November, 1948, compared to the previous month, figures compiled and released by the Department of Commerce show a gain of 4 per cent in dollar volume sales during the first 11 months of the past year, over those of the same period in 1947. Total sales of the 310 firms reporting confidential figures to the Department's Bureau of Census director, J. C. Capt, were \$727,629,000 for the first 11 months of 1948. November's sales totaled \$88,670,000 of this amount.

Gains in November, 1948, compared to the previous November, were recorded at 33 per cent by chocolate manufacturers, 9 per cent by manufacturer-retailers, and less than 1 per cent for manufacturing-wholesalers. Compared to October, the November sales were down 7 per cent for manufacturing-retailers, 5 per cent for chocolate manufacturers, and less than 1 per cent for manufacturing-wholesalers.

Poundage sales for November were reported by 123 manufacturers at 149,630,000 at a dollar value of \$58,193,000. This represents 1 per cent less in pounds and 7 per cent more in dollars compared to the same month of 1947. Over the 11-month period, 1948 poundage sales were down 3 per cent and dollar sales were up 8 per cent compared to 1947.

The largest gain in sales for November, 1948, over the previous November was recorded in the Ohio-Indiana region with 52 per cent, while the New England states gain of 22 per cent over the 11-month period of

last year compared to the previous year was best in that side of the sales picture.

A recent estimate by the Department of Commerce for the entire industry during the complete year of 1948 places sales at the wholesale level of \$1,050,000,000. This is an increase of \$100,000,000 over 1947 figures. Production of all types of candy was about 2.76 billion pounds during the past year, the government bureau estimates, with bars accounting for 60 per cent of all candy sold. Average wholesale price was 38 cents per pound in 1948. This represents an increase from 34.1 cents in 1947, 23.5 cents in 1944, and 15.9 cents in 1941. Boxed candy dropped from 15 per cent of manufacturers' sales in 1947 to 12 per cent last year, the Commerce figures show.

Average hourly earnings in October, 1948, dipped slightly in the confectionery industry from the September high, Department of Labor figures recently released reveal. The October average was \$1.089 compared to \$1.098 in September and \$1.088 in August. Average weekly earnings were \$44.44 in October the survey shows. Earnings were \$44.73 weekly in September, and \$43.47 in August. Average hours worked were 40.9 weekly in October, 41.0 in September, and 40.2 in August.

November index for sugar and sweets was 173.3, a rise from October 15's index of 173.1. The index is based on average prices of 1935-39 equaling 100.

Large Wholesale Volume Seen This Year

NCWA Secretary McMillan Foresees Jobber "Freedom of Speech"

WITH CANDY VOLUME in 1949 expected to be maintained at the billion dollar mark, "there is little reason to doubt that this year's wholesaler sales will be proportionately large," reports C. M. McMillan, executive secretary of the National Candy Wholesalers Ass'n., Inc. Terming 1948 a difficult transition period from the war economy, Mr. McMillan says sales for most wholesalers in 1948 nonetheless were "fairly comparable to the previous year."

Increasing importance of the wholesaler in handling of candy products and decreasing emphasis on bar goods handled by wholesalers are also reported by Mr. McMillan.

Although reports of wholesale firms discontinuing the handling of candy are numerous, these usually include firms which did not handle candy prior to the wartime shortage, says Mr. McMillan. Because of 1948's "mass exit of wartime wholesalers," 1949 should see a strengthening of the wholesale segment of the industry as well as a bettering of credit conditions.

Trend to Exclusive Lines

"A trend to exclusive lines of packages, bars, and specialties was more in evidence this past year as a result of the distress conditions on popular brands," states the NCWA secretary. "Many of these wholesalers will resume their interest in these brands with the clearing up of the competitive situation by natural economic processes, but it will be difficult for manufacturers to overcome this adverse action entirely. It is reported that some of the manufacturers whose lines have suffered may take stock of each local situation and adopt a plan of selective selling."

"The past year saw manufacturers return to a number of promotional media, such as premiums for wholesalers and retailers and tie-in sale merchandise for the consumer. Jobbers generally accepted these incentives, but at the same time expressed a preference for a reduced price on the product. It is likely that wholesaler resistance to these indirect price concessions will grow more still this year in the face of continued high prices which make these practices possible."

"A cooling of tempers among the wholesalers and manufacturers" and more widespread "acceptance of the right of freedom of speech for the wholesaler" are foreseen in 1949 by Mr. McMillan. He also stresses that, although NCWA intervened on behalf of the Federal Trade Commission in the Automatic Canteen case, it "did not request or seek issuance of any of the complaints against manufacturers. Such complaints against manufacturers were on the commission's own initiative, based on evidence presented in the Automatic record,

much of it by testimony by manufacturers themselves, not long after NCWA was organized and before it was aware of this proceeding or of these discriminations," he states. "The NCWA's purpose is elimination of the unlawful discriminations in the interest of wholesalers, manufacturers themselves, and the consuming public, not penalty or adverse publicity for the manufacturers involved."

Six-Bar Pack: Problem

Terming as "another irritant to a few bar manufacturers," the questioning by some wholesalers of the "background and purpose of the six-bar pack," Mr. McMillan says "many of them are inclined to feel that the manufacturers did not intentionally try to injure their best customer, the wholesaler," even though such wholesalers "still feel that the six-bar pack was designed primarily for the supermarket trade."

"The wholesaler looks forward with confidence to the day when he will be taken into consideration fully in the development of the manufacturer's plans of packaging and merchandising," says Mr. McMillan.

"In the field of merchandising and selling," he adds, "the new year brings the wholesaler increased opportunities and responsibilities. The fact that consumers are again selecting their candies upon a wide range rather than jumping at a few formerly short items, gives added importance to placement and display at the retail level. The wholesaler, being the only distributive outlet which can reach the million independent retail stores, has an opportunity to do a good job for himself and for those manufacturers who depend on him."

"His responsibility lies in the fact that approximately 90 per cent of the manufacturers depend largely upon the wholesaler for this placement job. To the extent the wholesaler accepts it makes it unnecessary for operation of detail crews, the wholesaler will broaden his field of opportunity in 1949."

Increased activity of NCWA in the field of education is aiding in making the wholesaler a better merchandiser, states Mr. McMillan. A number of projects, supplementing the National Confectioners' Ass'n. "Balanced Selling" courses, are being evolved, such as "Sales Meetings Helps" now being distributed by the NCWA educational committee.

"These should begin to pay off the wholesaler more and more in the coming months, as competition becomes keener," he feels.

Greater use of the local candy table idea during 1949 and "continued cooperation nationally among wholesalers" for the future are also foreseen by Mr. McMillan.



New NECCO Restrooms Highlight Sanitation

SANITATION is combined with modernization in the construction of new rest rooms for the employees of the New England Confectionery Company, Cambridge, Mass.

Construction has been completed on the first of the new rooms, which are to be installed throughout the plant. The general subject of sani-

tation was reviewed by the company over a period of years to best construct the new rooms. As pictured on this page, the girls of the Packing Department are the first to benefit from the program.

Before the final plans were made for the construction, NECCO officials visited other industrial plants and

public building installations, and consulted with building suppliers. The best ideas obtained from the study are incorporated in the modernly-designed rooms.

Floors, walls, and partitions are constructed in such a fashion as to allow for easy cleaning. Asphalt tile floors, brown and cream glazed tile lower walls, glass brick upper walls, and fluorescent lighted ceilings give a sanitary and attractive appearance.

Comfortable single and double chairs, chrome with brown plastic and burn-proof upholstery are placed about the rest room. The wash room, adjacent to the rest room, has wash bowls on one side and mirrors on the other to allow girls applying their makeup not to interfere with those washing.

Equipment and construction was selected in order to insure a minimum of maintenance cost, thus justifying the construction expenditure as with any new manufacturing equipment.



A GIRL TAKES a drink (top of page) from one of the new, sanitary fountains in the modernistic rest rooms installed at the New England Confectionery Company's Packing Department for the women employees. The fountains are located on each side of the room, which has comfortable upholstered single and double chairs around the walls. A group of the girls (above) converse during a rest period. This is the first of the new type rest room which will be duplicated on every floor of the plant. Washroom (right) leading from rest room has wash bowls on one side and mirrors on the other side. This allows those "powdering up" to do so without interfering with girls washing at the same time.



A Digest OF TECHNICAL LITERATURE

World-wide developments and research in confectionery and food processing techniques are noted for confectionery manufacturers.

Starch Composition, Chemical Structure

H. Brun, *Industries Agricoles et Alimentaires*, Nos. 4-6 (1948)—(In French)—This exacting and comprehensive study of "Composition and Chemical Structure of Starch" by the director of the Colloidal Chemistry Laboratory in France traces the principle research-works on starch from pre-war through the latest experimentations. In spite of its facility of extraction and the simplicity of its chemical composition, much research remains to be done before starch will be completely known. Structural analysis, the role of different fractions in the behavior of starch, the role of the non-glucidic elements, and the question of the binding of hydrogen with or without interposition of water are all discussed at length with illustrating figures in the article.

Sugar Refining

Food Manufacture, Vol. 22, No. 11 (1947)—Complicated processes involving the transforming of raw sugar into granulated or lump form for the retail market are followed step by step in study of one of the largest refineries in England.

In the modern sugar refinery, the laboratory is the control-room. Before, during and after every process of refining, tests are made and samples analyzed for basing the delicate adjustments of processing. Beet may have to be treated slightly different from cane for the result to be the same; as raw sugar from Natal may differ from that of Cuba.

Chemists watch all these points and test all materials used in the factory, including even the wrapping cartons, and then follow in complete detail every condition of the refining process. Once the raw sugar has been analyzed, it is released from the silos by means of trap doors, falling on a moving band to the "line end" for its initial cleaning-up procedure. The sugar is then followed through each process by the article to its final granulated or cubed form.

Liquid Sugar in Food Products

W. R. Junk, O. M. Nelson, M. H. S. Herrill, *Food Technology*, Vol. 1, No. 4. A study of the more common physical properties of solutions of sucrose and of mixtures of sucrose and invert sugar, together with graphs and tabulations. As the authors state: "These explanations, together with the related graphs and tabulations, should be of interest to any food technologist concerned with the use of sugars and syrups."

Data presented in the charts and tables include: (1) refractive index comparisons of sugars and corn syrups; (2) weight of sugar solutions; (3) effect of acid concentration on inversion of liquid sugar by hydrochloric acid, temperature 90° C.; (4) effect of acid concentration on inversion of a liquid sugar by tartaric acid, temperature 100° C.; (5) effect of temperature on rate of color development in invert sugar liquors; (6) rate

of color development in invert syrups at varying pH values; (7) sucrose-invert sugar solubility; (8) solubility of pure cane sugar, pure invert sugar, and mixture; (9) safe densities for storage of invert syrups in possible presence of seed crystals; (10) approximate boiling points of syrups; and (11) approximate freezing points of syrups.

Citrus Flavors

Noble Stormont, *The Spice Mill*, Vol. 71, No. 3 (1948). Tracing of the spread of citrus fruits from South China and the Malayan Archipelago to Europe and, eventually, all over the world, introduces an interesting article on citrus flavors. A description of the process of securing citrus oil from the rinds is outlined. An illustration shows well the formation of typical oil cells—those of a sour orange. The article is general, easily read, and informative. It carries little of the scientific approach, however.

New Developments in Ion-Exchange

Dr. O. W. Willcox, *Sugar*, Vol. 43, No. 12 (1948). A new alkaline exchange resin is discussed at length by the author as to its possibilities for use in the sugar industry. This resin is the first anion ion-exchanging zeolitic substance with the ability to split the salts of strong and weak acids. As Dr. Willcox points out, the only zeolites previously known that could split salts of strong acids were cation-exchanges. One advantage of this to the sugar industry, is that liquid passed over this resin is left in an alkaline condition. Therefore, with the use of this resin, sugar juice will never become acid, inversion of sucrose is avoided, and there is no acid to cause corrosion of the exchange vessels or their fittings. Although the new resins need further study, use of them makes possible a greatly simplified operation of demineralization of sugar juices. The article is illustrated with charts and diagrams explaining ion-exchange formulas and the resin possibilities.

Glycerine in Vanilla Flavors

Milton A. Lesser, *The Spice Mill*, Vol. 71, Nos. 10-12 (1948). Printed in a three-part survey, various formulas for utilizing glycerine in vanilla flavoring are given. Most of the formulas are from such experts as H. W. Chenoweth and M. B. Jacobs. The comment and list of recipes is very complete and should aid anyone in producing a good vanilla flavoring. Mr. Lesser quotes the Food and Drug Administration rules concerning usage of glycerine in food products for the benefit of his readers. Usage of glycerine in vanilla flavor formulas is considered "normal" by the FDA. This is a fine research review on a subject of much interest to candy and essence manufacturers.

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Price: Each per 1000: 44c; Each per 100: 48c
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"ORCHIDS"—Two exquisite orchids in life-like colors seem pinned to the heart decoration on this hinged cover. Flower, heart and lace pattern on baby blue background around edges and sides. Supplied with one layer board and two glassines. "Orchids" has a double holiday appeal . . . Perfect for Easter and Mother's Day. Suitable for one pound.

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"EASTER CHICKS"—A delightful Easter scene in bright Easter colors makes this egg-shaped container a cinch for top honors in your Easter Sales. Packed with your Easter Eggs, Marshmallow Eggs, Hard Candies, Chocolates, Jelly Beans or Cookies, "Chicks" is the perfect kiddie container for your Easter Promotion. (Also available in same shape with gay Easter Rabbits cover and duck train decoration on side.)

Price: Each per 1000: 34c
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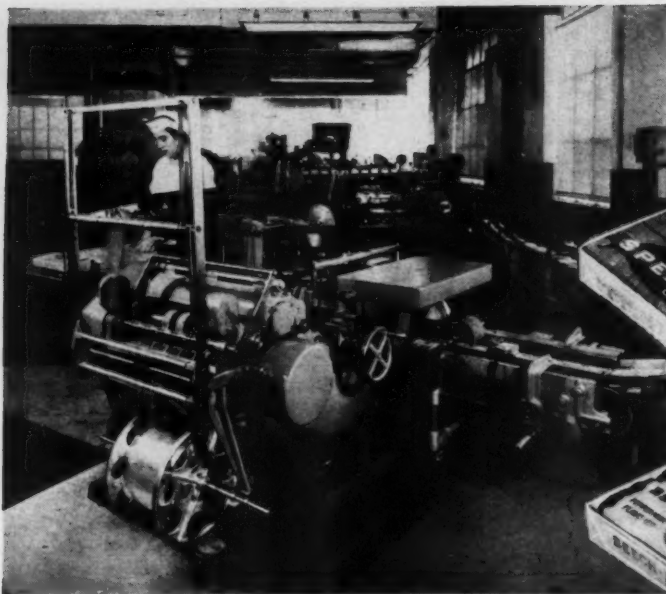
All prices are F.O.B. New York. Terms: 1-10, Net-30. Approximate weight per carton: 22 pounds. For further particulars on our complete line of fancy lithographed and embossed metal containers write today!

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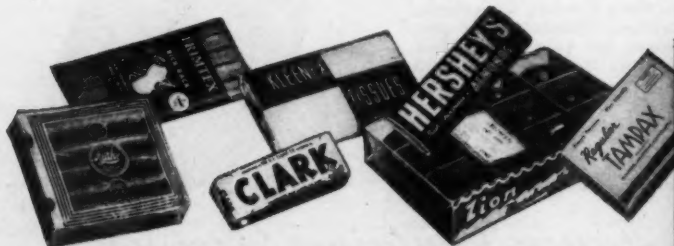
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Packaging Industry "Has Caught Up with Demand"

Adequate Container Supply Seen for '49

1949 to Be Significant for Trends, Developments

THE CONTAINER AND PACKAGING industry has caught up with its demand, and an adequate supply of all types of containers appears assured for 1949, a recent report from the Department of Commerce reveals. This approach of supply to demand after years of shortages, years of unfilled order backlogs, years of attempting to spread too little equitably to greatest need means more than just the end of an interlude. It is time for genuine down to earth approach and thought with respect to the many problems which already have arisen and which will continue to arise for some time to come. Full cognizance of the importance of the industry, not only to itself but to the entire national economy, should form the cornerstone of all planning. It has been noted that many industrialists and economists are now using paperboard consumption as a basic forecast indicator of business activity.

Many of the old headaches that have plagued various segments of the packaging industry, such as raw material shortages, lack of skilled labor, transportation, price ceilings, etc., are no longer of serious concern to most manufacturers. A number of the container producers, however, such as manufacturers of metal cans, liquified petroleum cylinders, fluid milk shipping containers, steel drums and pails, and the like, are still faced with some of these problems. It should be kept in mind, therefore, that until all factors limiting maximum production of all containers are removed so that natural demand is no longer influenced by shortages of any nature, no container field will be immuned to what may appear at times to be drastic customer changes or trends. Over optimism, consequently, in the new markets and product outlet should be guarded against.

In addition, and affecting all container manufacturers, are the problems that have arisen with the recently accelerated return to competitive condition, the logical outcome as packaging materials become more and more plentiful. With increased packaging materials, consum-

ers naturally become more quality and price conscious. These are matters that should be of first consideration to the container industry in looking forward into 1949.

Manufacturers and consumers appear to be concerned over the shortages which still exist in certain strategic basic materials and products, and also to certain instances of apparent maldistribution which have been reported from time to time. In spite of this concern there appears to be no reason to assume that these conditions will be worse than in 1948. To the contrary, in connection with some items these conditions should be definitely improved.

With respect to pig tin which is still under Government control (Public Law 606) an allocation has been made for the production of tin plate which will assure the packing industry during the first six months of 1949 a quantity equal to one-half of the quantity consumed during the full year of 1947. This also will hold true, in general, on tin allocations for other packaging uses.

Insofar as other materials are concerned, the packaging industry should receive approximately the same amount of lead, aluminum, and steel during 1949 as it received in 1948 unless unanticipated developments occur.

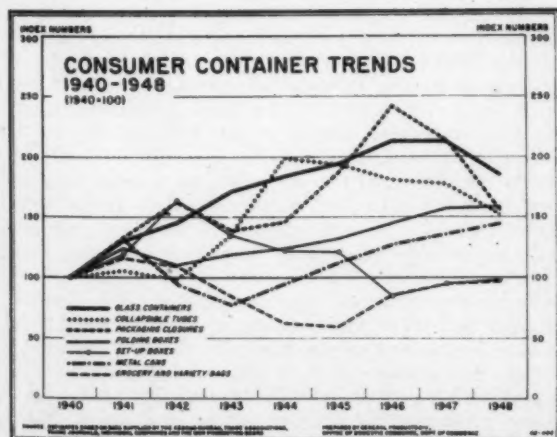
Near Peak Production

With newly expanded facilities operating at near peak production, ample supplies of paperboard and paper packaging materials seem assured. The same is true of the raw materials that go into the production of wood, glass and textile containers.

Industry, however, seems to be constantly in a state of jitters with respect to the impact of the national stock piling program on materials classed as strategic and which are tight supply. The present consensus is that this program, so important to national defense, will continue to be carried forward without serious disruption to essential industrial production. Container manufacturers, under present policy, appear to have no cause for alarm and should be able to plan ahead on much the same basis as during the past year.

The year 1949 will be much more significant for trends and developments within the container and packaging industry itself rather than for the impact of outside influences reflecting from Government programs. Reports and data emanating from packers and consumers point out that 1949 will probably be the most important year in the last decade insofar as the advancement of certain types of new packaging methods and techniques are concerned.

One fact too commonly overlooked, is that the packaging industry cuts across 99 percent of all retail outlets in this country, from the national chain to the smallest neighborhood store or pharmacy. Almost every item moves to the consumer in some type of container or package. It is a service that the consumer has come to accept so much as a matter of course, that he is not



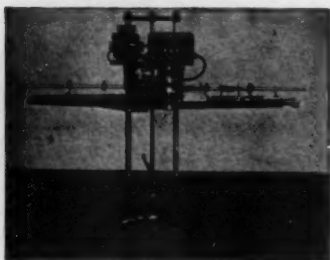
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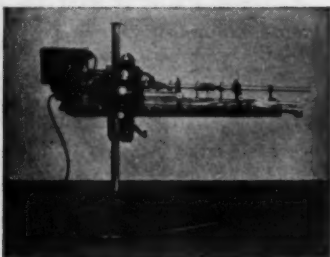
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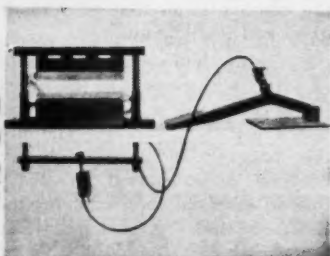
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normally conscious of the important part it plays in his daily life, or the influence it exercises when purchases are made.

Packaging designs *do* influence sales, however, and there is real value to distinctive packaging. No longer is it adequate for a packer to rely alone on the reputation of his firm over a period of years to produce sales; thought must constantly be given to ways of making his product stand out over similar products. Effective packaging is one of the surest ways of doing this, and the container manufacturer and industry that follows through all the way to the consumer, it is the one who will most likely be getting his share of the business as we move more and more into an era of competition.

New Ideas and Improvements

Consequently, the packaging industry is alive with new ideas and improvements to stimulate choice in container selection. Visibility packaging, transparent window cartons, cellophane bags and over-wrapped trays, colorful display cartons, carry-home containers with handy straps, dispenser packages, prepackaged meats and foods, and unit packages designed for both attractiveness and shelf protection will receive their share of attention. In addition, new materials are constantly being tested and developed not only toward increasing the attractiveness of new packages but to do a better job of packaging insofar as protecting the contents of the package from the producer to the consumer.

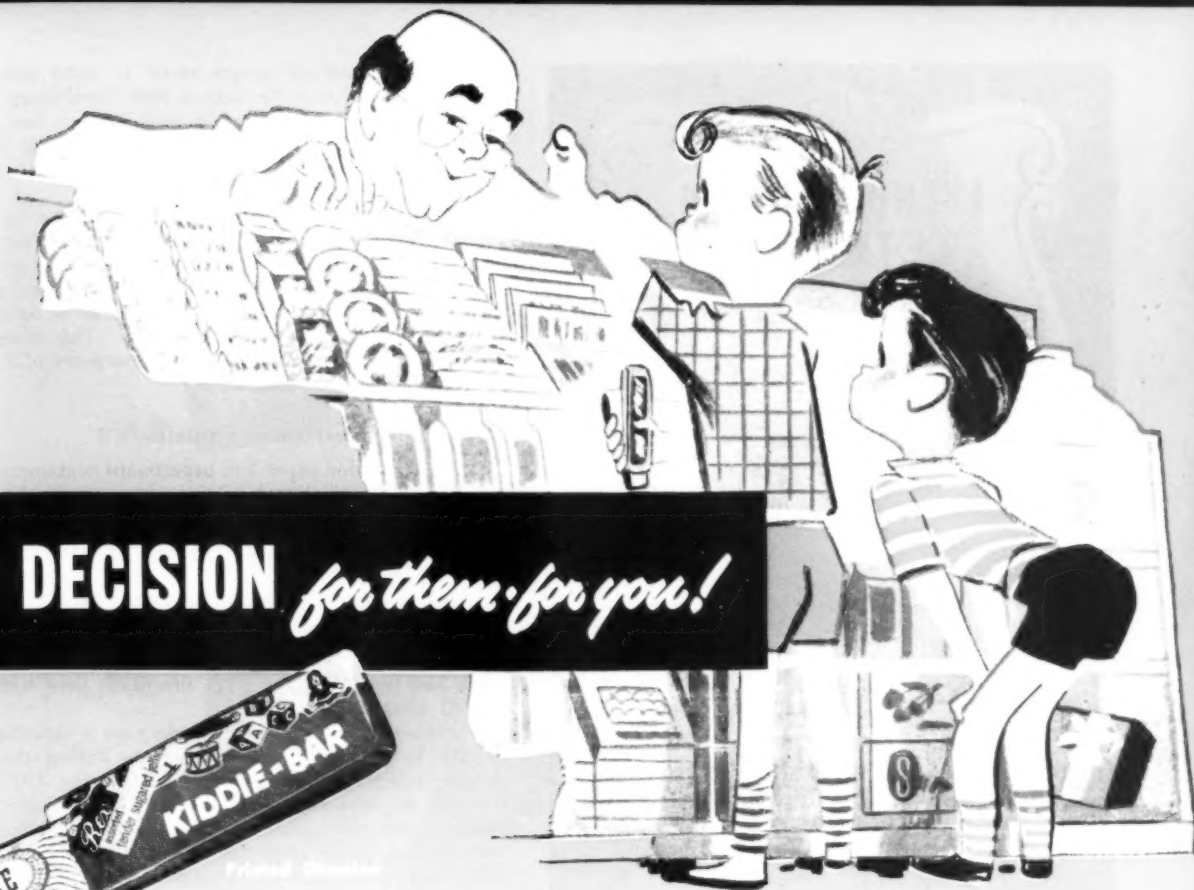
Another phase of packaging that will receive definite attention from industry during 1949 is materials handling. Efficient materials handling is one of the surest ways of reducing distribution costs. Particular attention will be given to methods that will result in any savings of loading and unloading costs. Consequently, palletizing and unit-packing is continuing to be adopted by more and more shippers at an accelerated pace. Furthermore, the immediate outward savings in proper materials handling, such as labor, are not the complete story. There is the not inconsiderable reduction of damage costs, of pilferage, of freight savings, and the conservation of raw materials achieved. With the continued rise in manufacturing costs, outright waste due to faulty packaging and improper handling is extremely burdensome and unnecessary. Proper handling, while certainly not the sole answer to this problem, will help assure the safe arrival of the product at its destination without abnormal damage from container failure.

Metal Containers

While most container industries operated during 1948 unhampered by raw material problems, manufacturers of metal containers, closures and strapping continued to be harassed by shortages of steel, tin, zinc, lead, and aluminum. Metal can producers, for example, continue to operate under one of the few remaining wartime controls, Conservation Order M-81, which places restrictions on the manufacture and use of cans made of tinplate or terneplate. In addition, Conservation Order M-43, restricts the use of pig tin, secondary tin, certain tin-bearing products and tinplate, and consequently affects other metal container manufacturers such as packaging closures collapsible tubes and fluid milk shipping containers.

In view of the above and the general tight situation in steel and other basic metals, production metal containers in most categories has been short of actual demand. For example, if total demand has been met for liquid petroleum gas cylinders during 1948, it is estimated production would have had to be doubled. Fluid milk shipping container producers are reported to have

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a backlog of unfilled orders equal to more than six month's production at the current rate. Steel drum manufacturers have not, during the past 3 years, been able to make any significant reduction in the backlog of unfilled orders on their books. And so it goes with most metal container manufacturers.

Just what the total chew-up in steel would be for container production during 1949, were steel and tin supplies adequate, is still a matter of considerable speculation. The best available estimates set the total steel chew-up for containers under such conditions as being in the neighborhood of 5,726,000 short tons. This compares with an estimated 1948 use for these purposes of 5,200,000 short tons.

Paper and Paperboard Containers

The demand for paper and paperboard containers continues strong even though 1948 uncovered a leveling off trend in some categories. Contributing to the balancing of supply and demand was the continued expansion of productive facilities, especially the production of paperboard.

A comparison of production of paper and paperboard with selected containers, discloses that for the most part, container industries using paper and paperboard as a basic raw material have more than kept pace with the overall growth in this field.

The fiber box industry has undergone a considerable growth in production and shipments during the last decade, reaching a new record high during 1947, the last year for which complete statistics are available. Corrugated and solid fiber container production has increased at a higher percentage rate than total paper and paperboard production. It is estimated that during 1948, production will have climbed to approximately 4.9 million tons of containers as compared with 4,829,000 tons produced during 1947.

The major part of this production and growth has been in the corrugated container field, a trend that was accelerated with the close of the war as a result of the almost overnight falling off in demand for V-board. While solid fiber boxes are still being produced at approximately the 1940 rate of 365,000 tons of containers per year, percentage wise they have declined to only 8 percent of the total production of corrugated and solid fiber containers. On the other hand, during this same period, the production of corrugated cartons has risen approximately 65 percent, comprising the real growth of the industry.

Remarkable Expansion

Here again is a container industry that has expanded its production remarkably during the last 8 years. In 1940, for example, 1,398,000 tons of folding boxes were produced as against 2,199,000 tons of similar containers manufactured during 1947. It is estimated that 2.2 million tons of folding boxes were produced in 1948, a total increase of approximately 58 percent since 1940. This growth of production also compares favorably with that experienced in the corrugated and solid fiber box industry as well as the paper and paperboard industry in general.

Whereas production of other paper and paperboard containers has greatly increased, the demand for set-up boxes has remained somewhat near the prewar level. During 1940, for example, production of set-up boxes was approximately 613,000 tons of containers, only slightly above the 1948 volume estimated at 601,000 tons.



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CANDY PACKAGING CLINIC

AS AN EXCLUSIVE SERVICE to the confectionery industry, the Candy Packaging Clinic of THE MANUFACTURING CONFECTIONER each quarter studies and analyzes packages and wrappers of candy manufacturers. The findings by the Clinic's impartial board, as reported below, are made without charge. Firms are invited to send in packages.

CODE PK2A48 Fudge

Description of Package: Rectangular paper pie plate covered with cellophane. Purchased in a Roseland, Ill., grocery. One pound for 59 cents.

Size and Shape: Rectangular: about $8\frac{1}{4} \times 6 \times 1\frac{1}{2}$.

Materials: Pie plate paper. Cellophane. Foil inner wrapper.

Design: Cellophane wrapper is imprinted with blue and white border which simulates a kitchen tablecloth. Firm logotype and name of candy is imprinted in white on blue printed seal in upper left hand corner of top. Ingredients imprinted in white at lower right. Descriptive matter printed in white follows border.

Originality: Very good.

Colors: Blue and white.

Class of Trade: Grocery, department, and candy store.

Typography: Good.

Appearance of Box on Opening: Good.

Box Findings: Silver foil liner protects slab of fudge from contact with pie plate bottom.

Sales Appeal: Good.

Display Value: Good.

Remarks: An inviting method of presenting fudge in one large piece for sale. At the store where purchased, this item was displayed alongside the cash register and obtained considerable attention. Store personnel reports it a very good "impulse item."

CODE PK2B49 Panned Lozenges

Description of Package: Rectangular display container of bright green holds 24 cartons of $1\frac{1}{4}$ oz. Display container has lock type top and bottom. Individual cartons are black and of tuck-in end type.

Size and Shape: Display container is rectangular and about $7\frac{3}{4} \times 4\frac{1}{4} \times 3\frac{3}{4}$ " high. Individual cartons are rectangular and about $3\frac{3}{4} \times 1\frac{1}{2} \times \frac{1}{2}$ " high.

Materials: Both display container and individual cartons are paper covered chipboard. Cellophane is used for

two die cut windows on individual cartons.

Design: Firm logotype is centered at top of side and end panels on display containers. Name of candy imprinted in black across bottom of sides. Identifying data in white. Individual cartons have two die cut windows of cellophane in center of top panel. These are separated by a miniature of a girl and are bordered by the firm's trademark. Name of candy is in white. Descriptive data in green. Bottom panel has name of candy in white running across entire panel in two lines. Other data are in green. Ingredients appear in green on black on one side panel. Firm trademark and descriptive data on other side panel are in green, with name of candy in white.

Colors: Individual cartons are black on all sides, green on ends. Printing is in white and green. Display container is light green with black and white printing.

Typography: Good.

Originality: Good.

Sales Appeal: Display container is die cut to be used on counter as holder for 24 cartons. Green, black, and white combination offer attractive appearance.

Display Value: Excellent.

Remarks: The individual cartons of rich black offer an inviting background for the lozenges which show through the die cut windows. Sent in for analysis as PK2149, this new package sells for 5 cents.

CODE PK2C49 Panned Lozenges

Description of Package: Rectangular, tuck-in ends, with die cut cellophane windows. Sent in for analysis as PK2249. Price not stated. Weight: half pound.

Size and Shape: Rectangular: $7 \times 1\frac{1}{4} \times 1\frac{1}{4}$ " high.

Materials: Paper covered chipboard. Cellophane.

Design: This package is a larger reproduction of the individual cartons described in Code PK2B49 above. Colors, design, typography are similar.

Sales Appeal: Good.

Display Value: Good.

Remarks: A well designed, inviting package.

CODE PK2D49 Assorted Chocolates

Description of Package: Rectangular, full telescope, one layer. Sent in for analysis as PK2349. One pound retails for \$1. Cellophane wrapped and ends sealed with cellophane tape.

Size and Shape: Rectangular: $9\frac{1}{4} \times 5\frac{1}{2} \times 1$ " high.

Materials: Imitation vellum paper covered top of chipboard. Bottom is chipboard covered with white paper. Cellophane. Gold foil paste-on label.

Design: Rural scene highlights upper left corner of main panel. Name of brand in large lettering at lower right. Gold foil paste on label is affixed at lower left.

Colors: Brown on cream. Bottom is white.

Typography: Very little used, but this is good.

Originality: Good.

Class of Trade: Retail shop.

Appearance of Box on Opening: Good.

Box Findings: Folded wax paper liner. Brown wax paper cups. One piece silver foil wrapped.

Sales Appeal: Good.

Display Value: Good.

Remarks: This is an attractive, though simple, package for a retail shop. Use of attractive gold foil label on main panel helps individualize this package for the manufacturing retailer concerned.

CODE PK2E49 Assorted Chocolates

Description of Package: Full telescope, rectangular, one-layer. Purchased in a Chicago manufacturing retailer candy shop. One pound at \$1.

Size and Shape: Rectangular: $11\frac{1}{8} \times 4\frac{1}{4} \times 1$ " high.

Materials: Tan paper covered chip-

board top. White paper covered chipboard bottom.

Design: Monograms of the firm appear on the main panel, one being in brown and white, the other being brown on gold. A modernistic bird and butterfly scene connects these monograms. Name of the candy is imprinted in white on a gold band.

Colors: Gold, brown, pastel pink, and white on cream.

Typography: Good.

Originality: Good.

Class of Trade: Retail shop.

Appearance of Box on Opening: Good.

Box Findings: Lift out board tray has folded over ends which serve as dividers. Brown wax paper cups. Attractively printed glassine liner.

Sales Appeal: Good.

Display Value: Good.

Remarks: An attractive package, especially for sales in a retail shop.

CODE PK2F49 Assorted Chocolates

Description of Package: Full telescope, one-layer, rectangular. Purchased in a Chicago drug store. One pound for \$1. Cellophane wrapped.

Size and Shape: Rectangular: $11\frac{1}{4} \times 5\frac{7}{8} \times 1$ " high.

Materials: Top and bottom are of white paper covered chipboard. Embossed paper on glassine liner. Cellophane wrap.

Design: Name of the candy appears in large lettering running diagonally across center of main panel. Descriptive matter appears below this. At upper right corner is herald insignia. At lower right is name of firm and ingredients.

Colors: Blue on white.

Typography: Good, though somewhat small for ingredients listing.

Originality: Good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.

Box Findings: Chipboard lift out tray has folded ends which serve as dividers. Brown wax paper cups. Embossed paper on glassine wadding.

Sales Appeal: Good.

Display Value: Good.

Remarks: The characteristic feature of this package is its ultra clean appearance due to the careful use of an attractive blue on the white background.

CODE PK2H49 Assorted Pops

Description of Package: Full telescope, one-layer, rectangular package with die cut top permitting pops to show through in two rows, at top and bottom. Purchased at a Chicago railroad station candy stand. Price: 39 cents for $6\frac{1}{2}$ oz.

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Size and Shape: Rectangular: about $7\frac{3}{4} \times 4 \times 1\frac{1}{8}$ " high.

Materials: White paper covered chipboard top and bottom. Pops individually wrapped in cellophane. Paper sticks for pops.

Design: Various colored pops themselves serve as colorful background by showing through die cut window. Window is not cellophane covered. Children holding pops, on which is printed name of candy, appear on top panel separating windows. Name of firm and candy, as well as ingredients and descriptive data appear on sides. Firm logo-type on ends. Red, green, and yellow lines serve as bottom border on sides and ends.

Colors: Red, green, yellow, black on white.

Typography: Good.

Originality: Very good.

Class of Trade: Candy, drug, and department store.

Appearance of Box on Opening: Good.

Box Findings: Pops individually wrapped in cellophane. Chipboard layer divider.

Sales Appeal: Good.

Display Value: Very good.

Remarks: A well made package for this type of item that eliminated the somewhat flimsy appearance characterizing an unfortunate many pop packages. Good color selection, together with the good stock, make this a colorful as well as a clean looking package.

CODE PK2049

Apple and Nut Candies

Description of Package: Padded top, flat, full telescope, rectangular, double extension edge, cellophane wrapped. Sent in for analysis as PK2549. One pound. No price stated. Padded top.

Size and Shape: Rectangular: $9\frac{7}{8} \times 5\frac{1}{2} \times 1\frac{1}{4}$ " high.

Materials: Pastel pink paper covered chipboard top. White paper covered chipboard bottom.

Design: Spray of apple blossoms surrounds blossoming orchard with snow capped mountains in background. Name of candy appears in cerise on simulated card affixed to branch at lower right. Additional data on candy and firm run across bottom of main panel. Apple blossom theme is carried out on sides and ends, also.

Colors: Four color printing.

Typography: Good.

Originality: Very good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.

Box Findings: Cotton on glassine wadding. Egg crate dividers. White wax paper cups imprinted with blossom design, name of candy, name of firm.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: An especially attractive package by virtue of the pleasing

color and blossom scene used on the main panel and also by virtue of the extreme care used in packaging the individual candies in the egg crate dividers.

CODE PK11J48

Assorted Pops

Description of Package: Folding, set-up novelty package with die cut window of cellophane. Purchased in a Chicago drug store. Price: 23 cents for $5\frac{1}{2}$ ounces. Locking ends.

Size and Shape: Rectangular: $9" \times 5\frac{7}{8} \times 1\frac{1}{2}"$.

Materials: Chipboard and cellophane.

Design: Four-color pirate scene on ocean beach covers main panel. One side panel folded to resemble a handle is printed in red with white reverse descriptive material. Beach scene in four color printing appears also on back, together with a large chest carrying descriptive printing.

Typography: Good.

Originality: Good.

Class of Trade: Drug, department, and candy store. A take-home package for children.

Appearance of Box on Opening: Good.

Box Findings: Pops fit into die cut chipboard folder so as to stand upright. Pops wrapped in cellophane. Holder printed with pirate scenes for cut out.

Sales Appeal: Good.

Display Value: Good.

Remarks: A well designed package for this price. Cut out toys offer

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good added appeal to children. Cellophane window is sufficiently heavy to prevent breaking through of pops.

CODE PK11R48 Rock Candy Pieces

Description of Package: Setup folding box, rectangular. Sent in for analysis together with setup display package and board sleeve carton. Price: 10 cents for 2½ ounces.

Size and Shape: Rectangular: 4" x 2" x 1½".

Materials: Chipboard.

Design: Main panel shows pieces of rock candy in diagonal blue strip across orange. Firm insignia and name are above and below this blue strip on orange background. Same motif is carried out on display stand. Sleeve is printed in blue and contains two display packages. These in turn contain 10 packages each.

Colors: Blue and white on orange.

Originality: Good.

Typography: Good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.

Box Findings: None.

Sales Appeal: Good.

Display Value: Good.

Remarks: An excellent packaging job for this type candy item. The careful planning so that two display packages can be contained in one sleeve carton makes for convenient handling.

CODE PK2G49 Children's Panned Novelty

Description of Package: This is a die cut novelty package made to resemble a doctor's bag and contains five glass containers of panned pieces. These fit into locking die cut inclosures. Purchased in a Chicago railroad station drug store. Price: 29 cents for 1¼ oz.

Size and Shape: Satchel: 7 5/8" long by 5¾" high. Board folds over to hold bottles in place.

Materials: Chipboard. Glass containers with metal closures.

Design: Humorous sketches of foxes appear on one side. Sketch of children and a fox appear on the other, along with memorandum prescriptions for the children. A candy slogan appears in yellow and white reverse across bottom. Ingredients and firm name appear at right hand lower corner.

Typography: Good.

Colors: Red, black, and white on yellow.

Originality: Very good.

Class of Trade: Candy, drug, and department store, as novelty item for children.

Appearance of Box on Opening: Good.

Box Findings: None.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: Bright colors and attractive sketches make this an appealing package as a novelty item for

children. Use of five glass containers, through which the panned pieces show in glittering colors, also enhance sales appeal and display value.

CODE PK2I49 Peanut Brittle

Description of Package: Two-layer, flat, set-up folding box with ends and top. One pound. Sent in for analysis as PK2449. No price stated. Cellophane wrapped.

Size and Shape: Rectangular: 7½ x 4½ x 2½" high.

Materials: Chipboard.

Design: Drawing of windmill appears on main panel about half way between center and end. Trade name appears in large lettering across top of main panel. Identifying data appear in green and white reverse strip near bottom of panel. Name of firm is on one side.

Colors: Green on white.

Typography: Very little used but this is good.

Originality: Good.

Class of Trade: Candy, drug, and department store.

Appearance of Box on Opening: Good.

Box Findings: Wax paper liner.

Sales Appeal: Good.

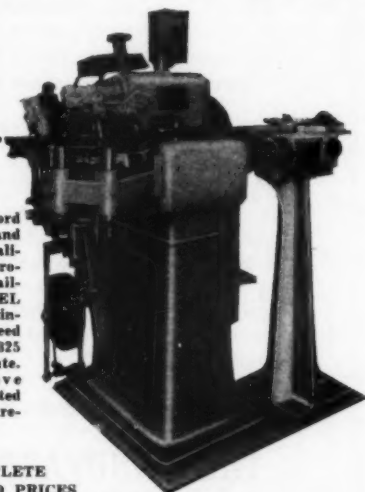
Display Value: Good.

Remarks: This is a plain but attractive package for peanut brittle. The clean white background and the contrast-

IDEAL WRAPPING MACHINES

FAST-EFFICIENT-RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unequalled guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

L.S.M.S.C.*

* Let's Stop Moisture, Sampling, Contamination

... let's give retailers the kind of package sealing that means longer shelf life ... let's give consumers the good product we made, not the poor product it becomes when the elements or samplers get at it.

ASK about Filma*-Seal MSP — 18 ... one of 25 special innerseals furnished in and applied with Gutmann screw caps.



Filma*-Seal Closures

*Reg. U.S. Pat. Off. and abroad

FERDINAND

Gutmann & COMPANY
SINCE 1890

3617 14th AVENUE • BROOKLYN, N. Y.



A NEW CODE DATER

Easily attaches to any conveyor. Operates in any position—top, side, or bottom. Any numeral or letter combination. Once a day service. An automatic marker and pricer at reasonable cost, that spots mark where you need it. Helps stock rotation at all points. For details, write:

KIWI CODERS CORP.
3804 N. Clark St., Chicago 12, Ill.



ing green of the printing offer a pleasant combination.

CODE PK2K49 Chocolate Creams

Description of Package: Flat, full telescope, one-layer, rectangular, cellophane wrapped. Purchased in a Chicago chain store. One pound for 95 cents.

Size and Shape: Rectangular: $10\frac{3}{4} \times 5\frac{1}{4} \times 1$ " high.

Materials: Tan paper covered chip-board top. White paper covered chipboard bottom.

Design: Logotype of firm is in white mortise on solid tan background of main panel. Mortise is at upper right corner. Name of candies runs diagonally from lower left corner slightly past center of main panel at lower right.

Colors: White and tan.

Typography: Good.

Originality: Good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.
Box Findings: Paper wadding. Pieces in white wax paper cups having brown border. Glassine liner.

Sales Appeal: Good.

Display Value: Good.

Remarks: A clean appearing, inviting package.

CODE PK2L49 Assorted Chocolates

Description of Package: Two-layer, rectangular, full telescope, cellophane wrapped. One pound for 79 cents. Purchased in a St. Louis drug store.

Size and Shape: Rectangular: $6\frac{3}{4} \times 4\frac{3}{4} \times 2$ " high.

Materials: White paper covered chip-board top and bottom.

Design: Color drawings of animals, trees appear in white squares marked off by brown lines on all panels of top. Name of firm and type of candy are given in red in center of main panel. Trade name of candy appears in brown. Ingredients appear in red along one end.

Colors: Red, brown, green, grey, yellow on white.

Originality: Very good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.

Box Findings: Corrugated glassine wadding, brown wax paper cups. White layer board and white glassine liner. One piece on each layer is gold foil wrapped. One piece each layer is cellophane wrapped. Interlocking diagonal dividers on bottom layer.

Sales Appeal: Good.

Display Value: Very good.

Remarks: A pleasantly attractive package particularly noteworthy for its invitingly clean appearance.

Transparent Cellulose Acetate EASTER BASKETS Available in Minimum Lots of 36 Baskets Per Case

These attractive transparent baskets come stuffed with green cellophane grass in individual chip board packers ready for filling with Easter items.

The baskets are packed 36 to a corrugated shipping case of special protective construction that assures safe delivery and our prices are as follows:

| | Price per Case |
|--|----------------|
| No. 1 Basket— $4 \times 4 \times 1\frac{1}{2}$ " (Depth of handle approx. $4\frac{1}{2}$ "") | \$4.68 |
| No. 2 Basket— $6\frac{1}{4} \times 4\frac{1}{4} \times 2$ " (Depth of handle approx. $5\frac{3}{4}$ "") | \$5.94 |
| No. 3 Basket— $8\frac{1}{4} \times 4\frac{1}{4} \times 2$ " (Depth of handle approx. 7") | \$7.92 |

Prices f.o.b. Indianapolis, Indiana

Baskets No. 1 and No. 2 are made of .0075 Acetate and Basket No. 3 is made of .010 Acetate and has a double beaded handle.

Minimum shipment is 1 case and terms are cash with order to expedite delivery and avoid bookkeeping expenses.

Orders accepted until March 4th for delivery between March 14th and 18th.

Address:

PAPER PACKAGE CO.

802 South Delaware St. Indianapolis 6, Ind.
Branch Offices: Chicago, Detroit, Cincinnati
Rated: Dun & Bradstreet—A+ A1
Write for list of Acetate Stock Boxes

Available!

Helpful, Accurate Directory of Commercial Candy Firms

AS AN ADDITIONAL SERVICE to the confectionery and allied industries, THE MANUFACTURING CONFECTIONER now offers copies of its exclusive 1949 CANDY BUYERS DIRECTORY—while they last.

THE 1949 CANDY BUYERS DIRECTORY presents in one convenient, pocket-size issue, a helpful and accurate list of commercial candy manufacturers—and is the only one of its kind published in the U.S. As a guide to manufacturers of all kinds of candies—by product classification—it has offered invaluable service to volume candy buyers for over 16 years.

While available **\$2 per copy**

THE MANUFACTURING CONFECTIONER

400 West Madison St.

Chicago 6, Ill.

What's New IN CANDY PACKAGING

The products described help keep you up-to-date on new packaging equipment and materials of all types. The items below are coded for your convenience. For any further information, write to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill. Use the coupon.

Adjustable Bundling Machine

A new model wrapping machine bundles goods in dozen or half-dozen lots in kraft paper cut from a roll and applies gummed end-seals fed from a roll. Has adjustable speed for eight to 24 bundles per minute. Machine is said to incur large savings for the user; as "bundling" replaces boxing with cardboard. Thus, shipping and material costs are much lower, as well as labor expenditures. Code P1A49.

Label Gummer

Thirty to 70 labels per minute may be applied with one of the new label gummers recently placed on the market. As the light-weight unit plugs into any light socket, it is reported particularly suited to stop-and-go type of manufacturing set-up. Machine has a roller speed of 90 feet per minute, allowing two operators to apply adhesive as fast as they can work. Cleaning is

easily done by lifting out the glue pot and roller section through a key-in-groove drive shaft connection. No tools are needed for this operation. Code P1B49.

Cellophane Brochure

A newly-printed brochure may be had on request from one of the nation's leading cellophane producers explaining the various types of cellophane and their individual characteristics and uses. The company is also distributing a new leaflet listing type designations of the cellophane produced by its factories, together with the former designations, and a price list. Code P1D49.

Package Designing

Special designing of a "family" set of packages or just single packages is done by the designing department of a packaging company. The company's art department will specially design a complete "family" set of packages for easy display and selling the year around. A product will be given regular buying appeal, yet take advantage of seasonal peaks, through the efforts and experience of the firm's artists. Companies are invited to send their problems and requests for new designs to the packagers. Code P1E49.

Bag Making Machine

Confectioners who use bags for their packaging can make their own bags of plain or printed material in their own plants with this high speed automatic machine. Complete control over timing, quality, in-

At Your Finger Tips

TECHNICAL INFORMATION

For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information. For your convenience, you may order any book by number—just mention the issue in which this list appears.

- 1—**Chemical Formulary, Volume V:II**
Edited by H. Bennett, F.A.I.C.\$7.00
- 2—**The Trade-Mark Act of 1946**
By Harry A. Toulmin, Jr.\$5.00
- 3—**Confectionery Analysis and Composition**
By Dr. Stroud Jordan and Dr. K. E. Langwill ..\$3.50
- 4—**Glycerine**
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S.\$5.00
- 5—**Flavor**
By E. C. Crocker\$3.00
- 6—**Soybean Chemistry and Technology**
By Klare S. Markley and Warren H. Goss\$3.50
- 7—**Spice Handbook, The**
By J. W. Parry\$6.50

- 8—**Introduction to Emulsions**
By George M. Suthaim\$4.75
- 9—**Chemical Composition of Foods, The**
By R. A. McCance and E. M. Widdowson\$3.75
- 10—**Food Products**
By Saul Blumenthal\$12.00
- 11—**Chemical and Technical Dictionary**
Edited by H. Bennett\$10.00
- 12—**Air Conditioning**
By Herbert and Harold Herkimer\$12.00
- 13—**Food Regulation and Compliance**
By Arthur D. Herrick\$10.00
- 14—**Practical Emulsions**
By H. Bennett\$8.50

THE MANUFACTURING CONFECTIONER

400 West Madison St.
Chicago 6, Illinois



TRANSPARENT Plastic COUNTER PAILS

The quick way of introducing a new product or stimulating sales of an old one. Also complete line of transparent containers.

Send for samples
and prices.

WEINMAN BROTHERS, Inc.

The QUALITY Line of Transparent Boxes
325 N. Wells St. Chicago 10, Ill.

Is Your Market Reached?

CANDY MERCHANDISING
Reaches America's Volume
Buyers of Confectionery

For Advertising Rates, Write

CANDY MERCHANDISING
400 W. Madison St. Chicago 6, Ill.

Manufacturers

Are you looking for an experienced salesman? We can put you in touch with experienced candy salesmen and candy brokers covering practically every territory in the United States.

**WESTERN CONFECTIONERY
SALESMEN'S ASSOCIATION**

36 E. Highland Ave. Villa Park, Ill.

Circle Code Numbers and Mail Coupon for Literature
on Any Item Discussed in This Section to The
Manufacturing Confectioner, 400 W. Madison St.,
Chicago 6, Ill.

| | | | | |
|--------|-------|-------|--------|--------|
| PIA49 | PIB49 | PIC49 | PID49 | PIE49 |
| PIF49 | PIG49 | PIH49 | PII49 | PIJ49 |
| PIM49 | PIN49 | PIO49 | PIP49 | PIQ49 |
| PIR49 | PIY49 | PIZ49 | PIIM48 | PIIO48 |
| PIIT48 | | | | |

Name.....
Firm.....
Address.....
City..... Zone..... State.....

ventory, and size of the bags may thus be had by the candy manufacturer. The machine will produce up to 5,000 heat-sealed, flat or gusset square bottom bags per hour in sizes up to 12" in width and 20" in length, using rolls of 30" maximum width. Four models are available in this type of machine. Code P1F49.

Plastic Cartons

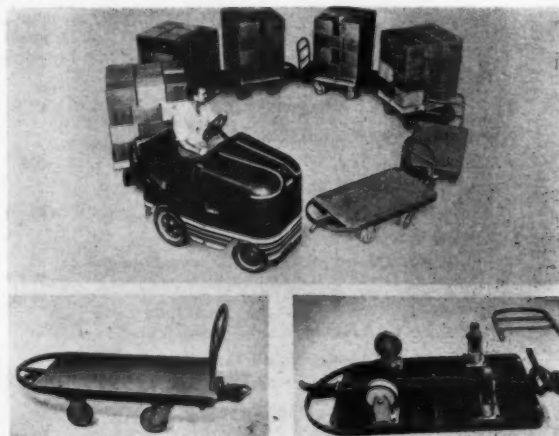
Said to be the only plastic cartons that fold flat, these containers are made from a specially developed plastic with non-cracking, foldable qualities. A variety of designs are available and they may be had in large runs. Ends may be tucked, glued, or locked for extra package security. Each carton is a single strong piece of window-clear, top-grade plastic, which can be set up readily. The manufacturer states that they ship and store in less space, at less cost, than any comparable cartons. Code P1G49.

Carton Wrapping Machine

An electric eye on this carton wrapping machine will accurately register the design on an overwrap, if such is used. Package smartness is said to be enhanced with neatly folded ends and tight sealing of the carton. The machines may be used individually or made a part of automatic line conveyors. Code P1H49.

Automatic Tablet Bottling Machine

Packaging costs are said to be cut by this new tablet bottling machine, which makes the packaging of tablets, pills, and some capsules completely automatic. A bottle intake conveyor and delivery container make the packaging operation entirely automatic. The containers move down the machine's feed table in rows and receive exactly the right number of tablets from the counting head. Correct count is said to be a mechanical certainty, and if the tablets go into the machine whole, they come out whole. The containers are vibrated constantly during the entire operation to settle the tablets, and at the completion of filling the containers are discharged by conveyor to the next operation. Purity and labor costs are emphasized for the machine by the manufacturer. Code P1C49.



A "NON-BELLYING" all steel flat bed warehouse truck being introduced by Garrick Industries, Inc., features a rear hitch surrounded by a steel guard rail that aids in preventing punching or accidental damaging of packages and a front hitch that adds to maneuverability. For details circle CODE PIY49.



PENNY WISE OR PACKAGE POOR?
CUT COSTS WITH LYNCH

WRAP-O-MATIC

You stop pouring profits into your packaging when a high-speed Lynch WRAP-O-MATIC takes over! Model RA illustrated, turns out neat, trim packages at high speeds. And talk about savings! In many instances the installation of a Lynch WRAP-O-MATIC has saved as much as 75% labor costs and 35% materials against hand wrapping, besides giving an improved appearance to the product and package.

Don't let your package be a profit "bleeder". Investigate how you can reduce labor and packaging costs by writing for a folder showing the complete Lynch WRAP-O-MATIC line.



PAR AIR
COMPRESSORS



PAR
REFRIGERATION
COMPRESSORS

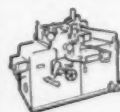


WRAP-O-MATIC
CANDY & COOKIE
WRAPPING
MACHINES

LYNCH
CORPORATION

PACKAGE MACHINERY DIVISION

TOLEDO 1, OHIO U.S.A.



MORPAC
PAPER PACKAGING
MACHINES



MORPAC
BUTTER & OLEO
CARTONING
MACHINES



GLASS FORMING
MACHINES



JUST PUBLISHED

CANDY PRODUCTION METHODS AND FORMULAS

by **WALTER L. RICHMOND**

A BIG 640-PAGE BOOK OF CANDY "KNOW-HOW"

CANDY PRODUCTION: METHODS AND FORMULAS, now ready for prompt shipment, is a big, 640-page, extra-helpful book designed to give practical "know-how" answers to problems of candy manufacture. Walter L. Richmond, the author, is plant superintendent for Garrett Candy Company and for Jane Garrett Candies, Inc., of St. Paul, Minn. His series of articles on candy manufacture in **THE MANUFACTURING CONFECTIONER**, which drew wide acclaim of the confectionery industry, are condensations of some of the extra-helpful chapters in this important book.

In **CANDY PRODUCTION: METHODS AND FORMULAS**, Mr. Richmond describes fully the three basic operations for good candy manufacture: (1) Ingredients and Cooking Actions, (2) Mixing, Casting, Coating, Etc., (3) Trouble Shooting. Mr. Richmond tells *both* the reasons and the methods of operation. In addition, he provides carefully selected formulas for both the wholesale and the retail trade.

Whether you have a large plant or a small one, **CANDY PRODUCTION: METHODS AND FORMULAS** will prove a valuable asset to your firm. Mr. Richmond's book has 30 helpful chapters, as shown in the accompanying contents table. Its 640 pages contain 500 candy formulas and detailed production information on candies. For quick, convenient reference, a numbered list of the book's 500 formulas—grouped also under 32 main candy classifications—is provided. A comprehensive index and large diagrams showing both how to decorate Easter eggs and how to insert fruit and nuts in the centers are still additional features. Designed specifically as a production man's text, Mr. Richmond's helpful book also provides generous space alongside the formulas for notes during actual production in the candy plant.

CANDY PRODUCTION: METHODS AND FORMULAS is now ready for prompt shipment. Price is \$10. Use the handy coupon below.

BOOK ORDER

USE THIS ORDER FORM

The Manufacturing Confectioner Pub. Co.,
400 W. Madison Street
Chicago 6, Ill.

Please send me Mr. Richmond's new helpful book **CANDY PRODUCTION METHODS AND FORMULAS** which contains 500 candy formulas. I am enclosing \$10.00.

Name Position

Company

Street

City Zone State M249

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| Chocolate Covered Cast Creams (Ch. 3) |
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Aluminum Foil

High-class aluminum foils for dressing up confectionery are now being produced by an English company for export to American confectionery manufacturers and allied industries. The foils are designed by English craftsmen and are well printed for distinctive merchandise. Sales-appeal is enhanced with the company's fancy, colored, plain, waxed, or glue paper-backed sheets. The foils come in reels for automatic machines. Code P1149.

Surface Coated Paper

New, modern color combinations are included in the large inventory of surface coated papers for packaging by one of the nation's oldest paper suppliers. Free samples and price lists will be forwarded upon request by the manufacturer. Continuous replenishments from the mills of the paper company are guaranteed users of their papers. The paper designs are created by their artists to be attractive, beautiful, and to give an impression of basic product worth. Code P1L49.

Lithographed Cans

A large art department creates many special and standard designs for the users of this company's lithographed metal cans. Personal service is given each customer for any of the hundreds of types of cans manufactured by the firm. A fine, lasting reproduction is said to be lithographed on the containers by their special process. True colors are reproduced in any combination or design. Code P1M49.

Bar Wrapping Machine

Irregular shaped and fragile bars, as well as regular type bars, may be wrapped with this new model wrapping machine, which takes care of up to 120 units per minute. Heralded as another big advancement in automatic wrapping, savings as high as 75 percent in labor and 35 per cent in material are reported. An automatic card former and feeder is integrated into the machine for a more compact unit. Code P1N49.

Moisture Adsorbent

Tasteless, odorless pellets pick up water from the air to protect candy during storage, shipment, and shelf-life from moisture damage. The desiccant comes in several sizes and forms for bulk or individually wrapper cartons and boxes. Code P1O49.

Wrapping Machine

Up to 425 pieces per minute may be wrapped by one of the models of this company's wrapping machines. The machines come in several models to fit exacting requirements by confectionery makers. Dependable, uninterrupted operation is stressed by the machine manufacturer. Code P1P49.

Counter Dispenser

Said to be fine for introducing new confectionery and nut products, these transparent plastic counter dispenser pails are regarded as "penny catchers." They

are imprinted with whatever advertising copy the user desires. Increased sales by the use of the pails are claimed by the manufacturer. Code P1Q49.

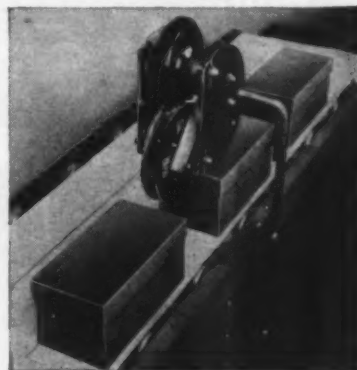
Weigher and Filler Machine

Capable of filling 12 to 15 packages per minute per section, the weighing and filling machinery comes in one to eight weighing sections. Dry products are precision weighed and dropped into any type of container desired by the user. The machines are guaranteed upon installation, and said to be easy to operate. Various models handle from $\frac{3}{4}$ oz. to 5 lbs. per package. Code P1R49.

Decalcomanias

A booklet stressing the advantages of using decals for advertising has been recently released by a large decalcomania company. Six kinds of decals with illustrations of their individual uses are shown in the brochure. Comparative economy, cost-free space usage, and long-term durability are several of the advantages for advertising claimed for the decals. Code P11M48.

A NEW TYPE of code dater, pictured at the right, will operate in any position—top, side, or bottom. An automatic synchronizer spots the markings where desired, and will record any numeral or letter combination. The machine is easily attached to any conveyor. For more information, circle Code P1Z49.



Cellophane Wrapping Machine

Described as ideal for the manufacturer with a varied line, a cellophane wrapping machine will handle goods in cartons, open boats, and trays. It can also be adapted for the use of flat cards and U-boards. Products can be wrapped within the following sizes: $3\frac{3}{4}$ " to 16" long, $2\frac{1}{2}$ " to 8" wide, $\frac{3}{8}$ " to 6" high. Speed is up to 40 packages per minute, and two simple hand-wheel adjustments are all that is required to change over to a new length package size. Code P11O48.

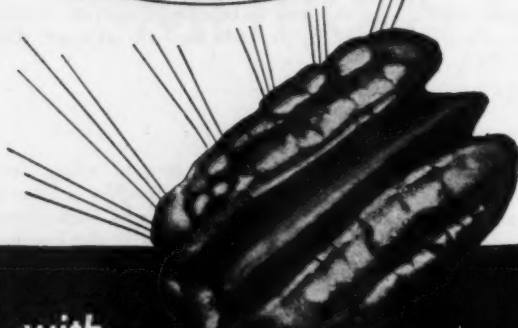
Package Designers

Unusual and specially-created designs are offered by this company for any type of container. A staff of artists are always available for creating or redesigning packages in new or unique ways. This service is extended to interested parties without obligation. Code P11R48.

Cover Stock

A choice of five colors and white in a new crystal design of cover stock is being offered by a paper manufacturer. The reverse side of the paper provides a good coated surface for halftones or type. The sheets, equivalent to medium weight cover, come 100 to the package and 500 to the carton. Code P11T48.

Give QUALITY a BOOST



with...

FUNSTEN PECANS

Firm, fresh, full-flavored FUNSTEN PECANS are an inspiration to making finer candies. A finishing touch of quality that multiplies taste enjoyment... adds to sales and profits.

BEST FOR CANDY MAKING

FUNSTEN PECANS come in 17 sizes of halves and pieces. A ready-to-use grade and size for every confection requirement. Low moisture content, less shrivels, siftings and waste assure a higher percentage of usable stock—reduced inspection costs.

Order through your regular jobber or write us for name of nearest representative.



R.E. Funsten Co.

1515 DELMAR BLVD.

ST. LOUIS, MO.

PACKAGING SUPPLY *News*

• **Package Machinery Div., Lynch Corp.:** W. A. Doepel is appointed sales manager of the division to succeed T. Werbe, Jr., recently transferred to the Glass Machinery Division. Final incorporation of all the company's package machinery lines under one roof is completed with the transfer of the Morpac machine to the Toledo, O. plant from the Marion, Ind. factory. Acquisition of the Rotowrap machine from Valley Research Corp. is also announced.

ED WESTERVELT (right), is named Eastern sales manager of Package Machinery Co. Also appointed at the recent executive committee meeting is Alan S. Lincoln to serve as executive assistant on the staff of Tom Miller, vice president in charge of sales. Mr. Lincoln formerly represented the company in western New England and upper New York state.



• **Riegel Paper Corporation:** Ward Harrison is named manager of production for all the company's plants, and Robert H. Evans is elected secretary of the corporation. Mr. Harrison has been assistant to the general manager during the past year and has been with the firm a total of 6 years. Mr. Evans succeeds A. P. Mitchell, who will continue as vice-president and general sales manager.

• **Detecto Scales, Inc.:** A. J. Jacobs, president, was honored by presentation of a plaque from his business associates during a recent dedication meeting for the new Detecto Building at 540 Park Avenue, Brooklyn, N. Y. Mr. Jacobs keyed the meeting with an optimistic forecast for the 1949 business year. "Manufacturers have every reason to anticipate as good or even a better showing in 1949," he stated.



DAN M. HEEKIN is elected president of the Can Manufacturers Institute for the coming year. He previously held the same position when the institute was founded in 1938, and is now the president of the Heekin Can Company. Other officers elected by the organization are: H. Ferris White, executive vice president; Clifford E. Sifton, secretary and treasurer; and Harold H. Jaeger, advertising director.

Stempfel Chairmans NCA Convention: O'Connor Heads Exposition Committee

PLANS ARE UNDERWAY for the largest convention and exposition staged in the 65-year history of National Confectioners' Association conclaves, following a special exposition committee meeting January 20 in New York City. The Confectionery Industries Exposition, to be held in conjunction with NCA's 66th annual get-together, is expected to cover almost an acre of displays in the equipment, machinery, ingredient, and packaging material branches of the confectionery industry. Theodore S. Stempfel, vice-president of E. J. Brach & Sons, is general chairman of the event, which will be held in the Stevens Hotel, Chicago, June 5-10.

David P. O'Connor, of Penick & Ford, Ltd., heads the exposition committee which recently met in New York. The exposition prospectus will be mailed to exhibitors as soon as possible, Mr. O'Connor promised. Serving with him on the committee are: Bernard Corcoran, Philippine Dessicated Coconut Corp.; Claude Covert, Vacuum Candy Machinery Co.; Don S. Greer, J. W. Greer Co.; Harry P. Haldt, Franklin Baker Div. of General Foods Corp.; Robert D. Handley, Sylvania Div. of American Viscose Corp.; James A. King, The Nulomoline Co.; W. H. Kopp, National Equipment Co.; G. A. Mohlman, Package Machinery Co.; Buckley C. Robbins, Curtiss Candy Co.; Robert E. Savage, Savage Bros. Co.; Frank H. Schleicher, F. J. Schleicher Paper Box Co.; Joseph H. Voss, Voss Belting & Specialty Co.; Harold Sullivan, Shotwell Mfg. Co.; and E. W. Walters, King Cole Candy Co. Management of the exposition will be under the direction of Clapp & Poliak, Inc.

Credit Executives View 1949 Outlook

VIEWPOINTS OF OVER 30,000 credit and financial executives on the 1949 outlook are summarized by Henry H. Heimann, executive manager of the National Ass'n of Credit Men, as follows (*A detailed discussion appears on p. 78—Ed.*):

1.—Sales and credit personnel increases are reported by three-fourths and one-half, respectively. Two-thirds indicate their firms now have a pension plan for employees.

2.—Labor shortages in 1949 are anticipated by three-fourths and additional wage demands by five-sixths. White collar workers were given salary adjustments whenever given factory workers, two-thirds of the group report. Three-fifths report their plants are unionized.

3.—Decreased business earnings in 1949 are expected by half the group. One-fourth expect earnings to remain about at the present level. Another fourth expect an increase.

4.—One-half report no interest in rearmament as a business source. One-fourth report some rearmament orders. One fourth indicate plans to obtain some. Only one third expect more foreign business in 1949.

5.—Inventories are reported higher than usual by two-thirds of the group. Over half indicated a contemplated reduction of inventories.

6.—No new plant expansion is planned by over four-fifths in the next two years. Four-fifths also report no plans to purchase unusual amounts of new equipment in 1949.

for February, 1949



COATED CHERRIES

with cordial or rich creme centers easily and uniformly made with

VOORHEES RUBBER CANDY MOLDS

"The Mold makes the Difference!"

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151 East 50th Street
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Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of **THE MANUFACTURING CONFECTIONER**.

Chewy Candies, Caramels, Brittles

Walnut Chews

ANALYSIS: Sold for 5 cents in a Chicago railroad depot; weighs $1\frac{3}{4}$ ounces. Size and appearance of package are good. Contains 10 pieces, square shaped, each wrapped in printed wax paper. A board tray is printed in blue and white; a printed cellulose wrapper is in green, blue, and yellow. Chews are good in color, texture and taste.

REMARKS: We believe this to be the best 5-cent package of this kind on the market. *Code 2C49.*

printed in yellow and blue; has inside wax wrapper. Milk chocolate coating is fair. Center is good in color and texture; fair in flavor.

REMARKS: Center lacks a flavor. Suggest a good vanilla extract be used to improve the flavor. *Code 2C49.*

printed in blue. Two pieces are banded together with a red cellulose band. Color and taste are good; texture is hard and tough.

REMARKS: Piece has a very good taste, but it's too hard and tough. *Code 1AG49.*

Molasses Chew

ANALYSIS: Two pieces sold for 1 cent in a Boston stationery store. Piece is good in appearance and size. Brown wax paper wrapper

Chocolate Chews

ANALYSIS: Four pieces, each wrapped in brown paper, have an overall cellulose wrap printed in white. Sold for 1 cent in a Boston drugstore. Appearance and size of

Mint Chews

ANALYSIS: Purchased in a retail candy store of Boston—2 pieces for 1 cent. Appearance and size of pieces are good. Wrapped in white wax paper, printed in green. Color, texture, and flavor of chews are good.

REMARKS: Best penny piece of this kind examined by the Clinic during past year. *Code 1AA49.*

Cherry Chew

ANALYSIS: Appearance and size of piece are good. Wrapper is white wax paper printed in red. Color and flavor of chew are good; texture is hard and tough. Purchased for 1 cent in a Boston drugstore.

REMARKS: Piece is too hard and tough. *Code 1AC49.*

Chew Bar

ANALYSIS: Weighs $1\frac{1}{8}$ ounces; cost 6 cents in a Boston railroad depot. Appearance and size of bar are good. Wrapper is white glassine,

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

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THE SAVAGE CONTINUOUS CANDY CUTTER

(Brach Patent)



Floor Space,
3 x 33 feet.
Shipping
Weight
1,700 lbs.

**THE FIRST
COST IS THE
LAST COST**

No additional chains to make
different shapes--changes from
one style to another instantly.

Without any adjustment or change the Savage Continuous Candy Cutter will cut any Pillow shaped goods, Chips, Straws or Waffles—either hard or soft centers—and cuts any width or thickness from the thinnest straws to $\frac{3}{4}$ inch, and from $\frac{3}{8}$ to $1\frac{1}{2}$ inches in length.

1. **BABY KISSES**—any small piece $\frac{3}{8}$ -inch long and up to $\frac{3}{4}$ -inch wide—are cut on this series of knives.
2. **PILLOWS, CHIPS, STRAWS**— $\frac{3}{4}$ -inch long and $\frac{1}{8}$ to $1\frac{1}{2}$ inches wide—are cut by this set of knives.
3. **STRAWS, CHIPS, PILLOWS**— $1\frac{1}{2}$ inches long and $\frac{1}{8}$ to $1\frac{3}{4}$ inches wide—are cut on this series of knives.
4. **WAFFLES**— $\frac{3}{4}$ -inch long and up to $\frac{3}{4}$ -inch in width—are cut and stamped with this series of knives.
5. **THE GUIDE**—illustrated separately to the left, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from $\frac{1}{4}$ to $1\frac{3}{4}$ inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.



THE GUIDE — the only
part of the entire ma-
chine that is changed.

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Increased Output**

**Perfect Cutting--No Waste--
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2-Cent Items Show Sales Appeal

WITHIN THE LAST two years, many 2-cent numbers have appeared on the market. Many in the confectionery industry, without giving adequate consideration to the matter, are under the impression that a 2-cent item is nothing more than a 1-cent item with a 2-cent price tag. Such is not always the case, however, and it is interesting to relate the experience of one large company which has been very successful in selling 2-cent numbers and been constantly oversold on such products since their introduction.

With the high labor and material costs which followed in the wake of the abandonment of Office of Price Administration controls, this manufacturer realized that it would not be possible to produce a high-quality penny piece of a size that would have much appeal to the kiddies. He further knew that—even were a very small penny piece to be manufactured—there would be so little margin of profit for the wholesaler and retailer handling such a piece that it would hardly be worth their while. Instead of reducing the size of his former piece, as did many other companies and then further putting a 2-cent price tag on it, this manufacturer took a very realistic approach to the subject.

Since the labor costs in making a 2-cent piece are not a great deal more than those necessary to produce a penny piece, and as packaging, material handling, and overhead costs are also not greatly affected, as between the two types of items, this manufacturer introduced a line of 2-cent specialties, some 60 per cent larger than were the former penny numbers. As a result, the consumer is getting four-fifths as much confectionery by weight as he was before the war for the same amount of money, which is an excellent value in today's market. Furthermore, the products in question, at an average wholesale price of \$1.03 per box of 100-count and a retail selling price of 2 cents each, leave an amount of 97 cents to cover freight and profit for both the wholesaler and retailer, a very good margin. This manufacturer calculates that, had he produced small 1-cent items, the selling price would have been at least 72c per box of 120-count, which would have left only 48c to cover the freight and profits. In addition, the retailer, when selling the 2-cent numbers, has to hand out only 100 pieces instead of 120 to dispose of a box and is, at the same time, increasing his dollar sales volume. Therefore, it can readily be seen that, while still giving good value to the consumer, there is, in this 2-cent line, the added factor of much greater profitability for both wholesales and retailer, which is a very important consideration today, in view of rising selling costs.

On the basis of the successful experience outlined in this situation, it is felt that high quality, full-value 2-cent items should not encounter sales resistance at the retail level, if properly merchandised. The wholesaler and retailer should certainly find it to their advantage to push any line of this nature that offers much more profitwise than penny pieces. We believe that a sound analysis, such as the manufacturer in question has made, of the matter of 2-cent products, would induce other companies which have entirely discounted the manufacture of penny items to enter the 2-cent field.

This interesting article is the first of a new series on merchandising case histories. Manufacturing confectioners are cordially invited to use this space for discussing their viewpoints on merchandising and marketing. Contributors' names will be withheld if requested.

piece are good. Color and taste of chews are good; texture is tough.

REMARKS: This would be the best of its type examined by the Clinic this past year, if it were not so tough. Code 1AH49.

Assorted Caramels

ANALYSIS: Purchased in a Boston drugstore—12 ounces for 59 cents. Appearance and size of package are good. Container is cellulose bag, tied on top with yellow grass ribbon; has paper tag, yellow printed in red; cellulose wrapper on caramels. Vanilla and vanilla nut caramels are good in color and taste; texture is partly grained.

REMARKS: Suggest formula be checked as caramels are not right. Both kinds were grained, which spoiled the eating qualities. Code 2I49.

Vanilla Caramel Whirls

ANALYSIS: Purchased in a Chicago chain drugstore. Sold for 49 cents; weighs 14 ounces. Box is folding type with cutout center; cellulose window; white background with pink stripes and name in blue; cellulose wrapper. Caramel whirls are of vanilla and chocolate. Colors are good, texture is tough, taste is fair in vanilla and the chocolate lacks a good chocolate taste.

REMARKS: We have examined better caramels at this price. Suggest flavor be checked in the vanilla, and a good chocolate liquor be used in the chocolate caramel to give it a good flavor. Code 2B49.

Maple Panned Caramels

ANALYSIS: Weighs 4 ounces; sells for 15 cents; purchased in a Chicago railroad depot. Size and appearance of package are good. Box is folding type; buff colored, printed in yellow; name and stripes in brown. Caramels are good in color, panning, finish, and coating. Centers are good in color, texture, and taste.

REMARKS: Best panned caramel we have examined in the Clinic for some time. Code 2D49.

Assorted Caramels

ANALYSIS: Sold in bulk at a Chicago department store for 69 cents the pound. Caramels are not wrapped. Colors are good in both vanilla nut and chocolate nut. Texture of both types is good, but their

tastes are bad—grease or fat is the cause.

REMARKS: The dressing or fat used in the caramels has a poor, unpleasant taste. Code 2F49.

Milk Chocolate Caramel Balls

ANALYSIS: Good appearance and size of package: folding box, white, printed in brown and yellow; wax paper liner in box. Good panning, finish, milk chocolate coating, center color and taste. Texture is too hard.

REMARKS: Suggest the caramel be cooked softer. Not a good eating piece, when center is too hard. Code 2L49.

Miscellaneous Candies

Milk Chocolate Pops

ANALYSIS: Sent in for analysis as No. 4607. No price stated; weighs 3 ounces. Appearance of package is good. Box is folding type, cellulose window; printed in yellow and red; imprint of flowers on ends. There are fourteen solid chocolate pops on pressed paper sticks. Color, texture, molding of pieces are good; taste is fair.

REMARKS: Suggest a retail selling price of 25 cents. This is the first solid chocolate pop the Clinic has seen. It is a clever idea for the kiddies, and it should be a good seller. Code 2A49.

Butter Peanut Brittle

ANALYSIS: One pound box purchased for 49 cents in a Chicago department store. Package is good in appearance: Round tube-shaped container, yellow paper band, round yellow disc on top, both printed in brown and blue. Brittle is good in texture; fair in taste; peanuts are not roasted enough; and color is too light.

REMARKS: Suggest a small amount of molasses be used to give brittle a better color. Also, the peanuts should be roasted higher to improve the taste and eating quality. Code 2E49.

Fudge

ANALYSIS: Purchased for 5 cents in a Boston cigar store; weighs 1¾ ounces. Package appearance and size are good. Container is board beat, printed in orange and



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Worth*

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you are looking for—or
any other flavor, you get
the best values in every bottle
of Daco Flavors; uniform to
the last drop. Daco Flavors are
economical to use. They go so far.

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514 WEST 125th ST. NEW YORK 27, N. Y.

brown; overall cellulose wrapper; contains 6 pieces with individual wrap of cellulose. Chocolate fudge is good in color; fair in texture and taste.

REMARKS: Not a good eating fudge. Lacks good flavor; suggest a good chocolate liquor be used to improve the flavor. Code 2H49.

Butter Crunch

ANALYSIS: Purchased for 5 cents in a Boston drugstore; weighs 1 ounce. Appearance and size of package are good: glassine bag printed in yellow and brown. Crunch has good light coating, nuts on coating, color, texture, and taste of coating are good.

REMARKS: One of the best crunch bars we have examined in some time. Well made and good eating. Code 2K49.

Opera Cream Bars

ANALYSIS: Sent in for analysis as No. 4606. No price stated. Weighs 1 1/4 ounces. Appearance and size of bar for a 5-cent piece are good. Wrapper is paper-backed foil, printed in brown. Coating is fair. Center is good in color, fair in taste.

REMARKS: Neat and attractive wrapper. Center is too soft and

"creamy" for an opera cream. Should be soft but "short". Center lacks a good vanilla flavor. Suggest using more salt. Try using less convertit to prevent center from becoming too soft and "creamy." Carton is neat and attractive, makes a good display for a 5-cent bar. Code 2M49.

Maple Cream Pecan Bar

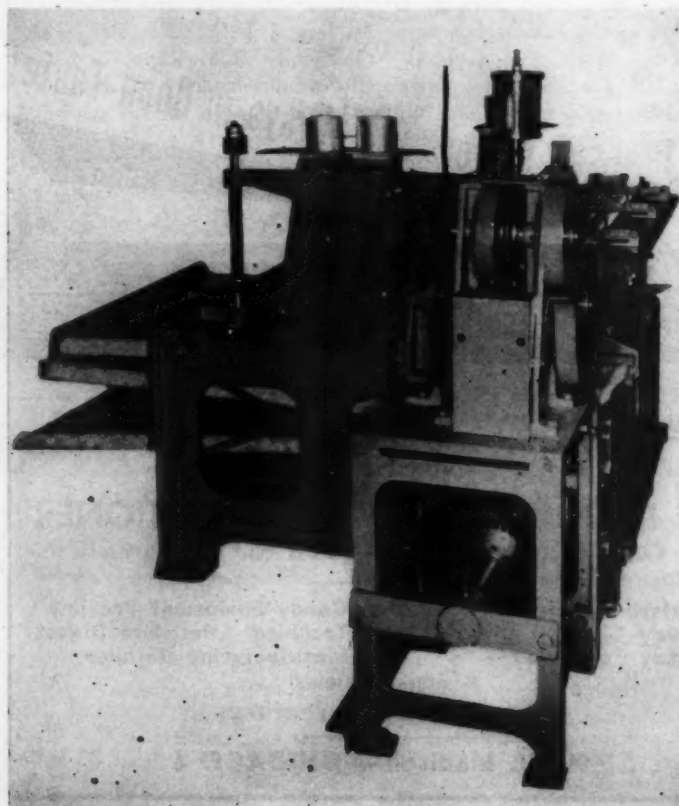
ANALYSIS: Purchased in a Boston railroad depot for 6 cents; weighs 1 1/2 ounces. Appearance and size of bar are good. White glassine wrapper is printed in brown, yellow, and red. Dark coating is fair. Center is good in color and texture; fair in flavor.

REMARKS: A well-made cream bar, but lacks a good maple flavor. Code 2J49.

Bubble Gum

ANALYSIS: Piece sold for 1 cent in a retail candy store of Boston. Appearance and size of piece are good. Wax wrapper is printed in yellow and blue. Gum is good in color, texture, flavor, bubbles.

REMARKS: Best 1 cent piece of bubble gum examined by the Clinic within past year. Code 1Z49.



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Balls

Kisses

Barrels

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There are over 100 different shapes. For clear or pulled goods.

For hard candies that are free of fins and sharp or abrasive edges. It makes hard candies that are smooth and easy on the mouth. One operator spins directly to the machine.

Capacity 3,000 to 10,000 pounds.

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CONFECTIONER'S *Briefs*

• **Mavrakos Candy Co.:** The three-story building in St. Louis where the company has a unit at Grand and Washington boulevards has been sold to the Ionian Realty Co. The Ionian firm is partially-owned by John Mavrakos, president of the candy company.

• **Chase Candy Company:** Appointment of Jaffe Bros. as jobbers to represent the company in four counties of the San Francisco Bay region, is noted by Lowell Tjaden, Chase vice-president, as a major step in the firm's coverage of the central California market.



BERT A. TORR (left) is appointed superintendent of the Queen Anne Candy Co. after a recent executive meeting. He had been superintendent of Famous-Barr Candy Co. until joining the Queen Anne staff. Other new executive changes include Joseph Godsell as production superintendent and Robert Lewis as industrial engineer.

• **Bowman Gum, Inc.:** A new series of cards to be given away with bubble gum will feature movie stars, according to an announcement from the company. The series will be set up in a nickel package, containing five duo-tone colored pictures of noted actors and actresses together with their biographical sketches. Each pack contains three large pieces of gum. The movie stars' series will be initiated as a result of a poll among girls conducted by the company to determine what subject they preferred on a card series. This is in addition to the sports series already reportedly popular with boys.

• **Loft Candy Shops:** Al Gee is appointed manager of the new store on the Manhattan side of the Hudson tubes in New York's subway system. Mr. Gee was formerly manager of one of the company's shops in Jersey City.

• **Imperial Candy Co.:** A charter has been issued to the company by the secretary of state of South Carolina. The firm proposes to manufacture and sell food products, and has an authorized capital stock of \$20,000. C. E. Finley is listed as president of the new organization.

• **Rones Candy Company:** Mrs. Bernice Rones heads the retail-wholesale firm following the recent death of her husband, owner and founder of the company bearing his name. A son, Donald



3 reasons why
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KRIST-O-KLEER makes candies taste better! Because KRIST-O-KLEER Invert Sugar controls moisture—it helps keep the true, fresh flavor from drying out of candies.



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KRIST-O-KLEER makes candies keep better! Candies made with KRIST-O-KLEER stay fresher—because this uniform invert sugar helps retain moisture, even upon exposure to air and low humidity!

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Rones, who is active in the business, states that an expansion towards the wholesale field is now being conducted by the company. A new toffee piece is to be shortly added to their candy line.

• **The Newland Candy Co.:** James Clauser, formerly candy maker with the firm, assumes management with a recent change in ownership. O. L. Kearns and M. J. Flaherty, who were associated with the Newland Co., are now with the Peoria Cone Co.

• **Sweets Company of America, Inc.:** Joseph Rubin is elected chairman of the board, and William B. Rubin is elected president.

• **Beech-Nut Packing Co.:** A bonus of \$475,000 is distributed to employees of the firm who were engaged prior to October 1, 1948, and actively employed on December 23.

• **J & J Candy Co., Inc.:** A modern, up-to-date plant, built at an approximate cost of \$15,000, is now in use on Rozzelle Ferry Road in Charlotte, N. C.

• **Southern Wholesale Confectioners' Ass'n, Inc.:** A new candy fraternity award is to be presented by the association this year to the member of SWCA who establishes the largest number of "Balanced Selling" classes during the school year 1948-49. The award will be made annually, and the winner's name engraved on the plaque at the base of the trophy. Any member who wins the

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for CONFECTIONERS

CONCENTRATED APPLE JUICE

Plants in Apple Regions From the Atlantic to the Pacific
SPEAS COMPANY, General Offices, Kansas City 1, Missouri

award for three years will receive permanent ownership of the trophy. The organization's board of directors met in Jacksonville, Fla., for two days late in January at the Hotel George Washington for their semi-annual conference.



HENRY DICKENS (left, above) is honored at the annual dinner of the Henry Heide, Inc. Horse Shoe Club by Herman L. Heide, president of the firm. Mr. Dickens is the oldest active employee of the company, having completed his 60th year with the firm.

● **Chase Candy Company:** Firm figures for four month period ending October 31, 1948, show a loss of \$343,969. Net income for month of October was \$89,963 on sales of \$2,699,725. The September quarter net loss was thus \$433,933, compared with net income of \$471,147 or 87 cents each common share of a year ago. November dollar volume was reported over October and over November, 1947.

● **Caramel Manufacturing and Sales Co.:** Approximately 30,000 pounds of candy were destroyed in a recent fire, which burned the building in Chicago housing the Caramel firm and C & C Candies.

● **Stephen S. Peters:** Owner of the Peters Candies Company, a tea-room at Hyannis, Mass., and a New Bedford, Mass., candy store, Mr. Peters died at his Fall River, Mass. home recently at the age of 68. He was also a member of the board of directors of the Eastern Mediterranean Import-Export Co. and the Lehigh Metal Products Co.

● **Planters Nut and Chocolate Co.:** Net income for the year ending September 30 was \$1,269,017, equal to \$6.72 per common share, compared with \$971,311, or \$5.14 the share the previous year.

● **E. J. Brach & Sons:** An extra dividend of 50 cents per share in addition to the regular quarterly dividend of 75 cents the share, is declared with both dividends payable December 24.

● **Sweets Company of America, Inc.:** An extra dividend of 25 cents and a regular dividend of 25 cents were payable January 14 to stock of record December 30. Semi-annual payments of 25 cents were made each in July and January, 1948, plus an extra of 75 cents in January, 1948.

● **Western Confectionery Industries:** Site of the group's annual convention will be in San Francisco during a period yet to be decided in either March or April. A two-man committee, composed of Kenneth L. White of the Awful Fresh MacFarlane com-

| | | | |
|---|--------------------|--------------------|--------------------|
| <p>FLAVORING COST CUT \$35,000</p> | <p>PEST</p> | <p>TEST</p> | <p>ZEST</p> |
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**National concern tests Aromanilla against their top quality standard vanilla
... then changes to Aromanilla at 1/4 the cost**

Just last month, one of our persistent salesmen finally persuaded a large national concern to test Aromanilla.

"It won't stand a chance," they said, "of being used in our top quality lines of baked goods, candy and ice cream. The standards we've set on those products require only the highest quality ingredients. The mark-up we get on those goods enables us to afford them."

"So we use only top grade vanilla beans and even use more than is necessary for each gallon of extract we make."

"Nothing can beat that for quality."

Well, in a few days, the tests were completed and, believe us, you never in your life saw such surprise as that registered on the faces of their lab chief, production chief and Vice

President. They couldn't detect any difference between Aromanilla and their costly vanilla extract in any of their goods!

As a result, they have standardized on Aromanilla at 1/4 the cost. They expect to save at least \$35,000 every year!

Why not take a tip from a company that sells large volumes at better prices and test Aromanilla yourself. Test it against the finest extract your money can buy. Send for your guaranteed trial order on the handy coupon. If it doesn't do all we say, just return the unused portion and we'll refund your money.

TRIAL OFFER: Sure I'll test Aromanilla under money-back agreement. Please place my trial order for:

☐ 1 pint concentrate (equals 2 gals. Standard flavor) **\$ 8.00**
☐ 1 gal. concentrate (equals 16 gals. Standard flavor) **\$52.00**

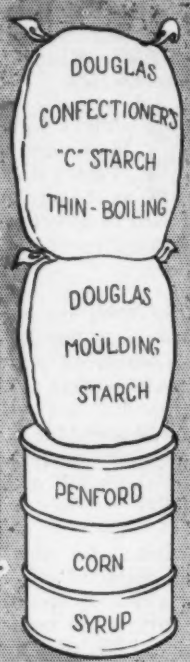
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pany, and R. C. Carpenter of the California Peanut Co., is currently working on the advance plans and will shortly inform the membership of the dates decided upon. Originally the convention was to be held in Seattle during February.

- **The Hebert Candies:** A chart with the identification method of stringing on the candies features the firm's assorted chocolate package.
- **Curtiss Candy Company:** A dividend of \$1.12½ per share on preferred was made payable January 15, 1949, to stockholders of record December 31.
- **Fisher Nut & Chocolate Co.:** L. J. Maschka is new sales manager. He formerly was associated in the same capacity with Trudeau Candies, Inc.
- **Colonial Candy Corp.:** John H. Kerr resigns as general superintendent of the Morgantown, W. V., firm. Mr. Kerr states he has made no plans for the future as yet.
- **R. H. Hardesty Co.:** The firm has been issued a permit to build a \$68,000 factory in Richmond, Va.
- **Miss Saylor's Chocolates, Inc.:** Elliot Peterson succeeds A. C. Carrington as general manager after the latter's recent retirement. Mr. Peterson, son of one of the co-founders, Mrs. Mabel Saylor Peterson, has been associated with the company for 14 years. The new manager announced the return of full production next month of the firm's Almond Crunch

pick the candy that
cost less to
make better



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THE FINER, MORE NATURAL BUTTER FLAVOR


It's a fact that the cost of Cultured Extrin AA in your finished products is less than ½ that of butter and no more than ordinary butter substitutes. Thousands of master bakers and confectioners throughout the world have discovered this, as well as a host of other advantages afforded in the use of Extrin AA. Some of these are:

Available in Three Forms: Creme, paste or powder. • **Natural Butter Flavor:** No bake or Cook out. • **Consistent Uniformity:** The last packet or cup of creme, or measure of paste maintains the same flavor potency as the first. • **Stays Fresh Without Refrigeration.** • **Economical:** Cost less than ½ of 1c per lb of your finished goods • **Always Guaranteed: All ways.**


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POWDER

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bar, distribution of "Coffee-Ets" in 10-cent cellophane bags, and newly-designed packages for chocolate products. New, fully automatic wrapping and filling equipment has been recently installed in the plant's bar and cellophane bag goods department.

• **American Chewing Products Corp.:** A new two-for-1-cent piece of assorted colored stick bubble gum is soon to be released. A nationwide radio publicity campaign is planned for a recent innovation into the bubble gum market by the company: A 1-cent colored kiss gum with a picture transfer.

• **L. R. Stone Company, Inc.:** Negotiations are being conducted for the acquisition of a Mid-western plant in St. Louis to further expand the company's operations, following its recent annexation of a second Los Angeles factory. The latter plant is a 10,000 square feet unit with a railroad spur to expedite shipments.

• **National Candy Wholesalers Ass'n., Inc.:** Annual winter meeting of the organization's board of directors was held recently in New Orleans' Roosevelt Hotel. A dinner gathering of jobbers, manufacturers, and traveling men was held in conjunction with the directors' meeting under the joint sponsorship of the NCWA and the SWCA.

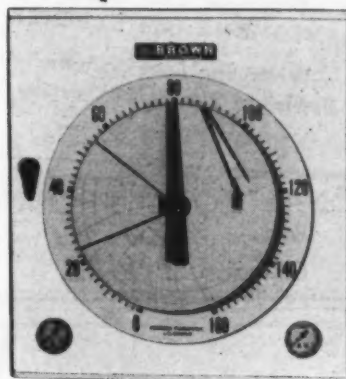
• **Association of Retail Confectioners:** Among the points to be discussed at a meeting of the association's active members February 20 at the Commodore Hotel, New York, will be the relatively small amount of candy sales made by manufacturing retailers last year. George Frederick is program chairman.

• **National Confectionery Salesmen's Ass'n:** The association has changed its 1949 convention dates to June 1-3, inclusively. The conclave will be held in Chicago at the Congress Hotel.

• **National Ass'n of Variety Stores, Inc.:** The eighth Variety Store Merchandise Fair will be held at the Hotel New Yorker, New York City, March 7-10, inclusively. It will be set up as a one-floor show, featuring 5 cent to \$5 merchandise. As many departments as possible will be represented, and definite limitations as to duplication



HOLD
that degree
of
PERFECTION



WITH BROWN
Electronic
CONTROL

MODERN candy makers are profiting from precise control action of BROWN ADVANCED INSTRUMENTATION.

From batch kettle to pressure cooker, from scraper blades to mogul hoppers, the application of BROWN ELECTRONIC POTENTIOMETERS assures uniform quality, less spoilage, greater uniformity, fully automatic control . . . inexpensively!

Take advantage of our wide experience throughout all industry . . . and our specialized knowledge of your industry. Let us help solve your particular temperature control problems.

Write for data sheets, #3.2-1, #3.3-1, #3.3-2, for details on the latest developments in temperature control systems for candy manufacturers. No obligation.

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BROWN INSTRUMENTS DIVISION

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Announcing

BIGGER PROFITS

WITH BETTER FLAVORS

GE-OR-CO *Improved Brand*

"CANDIROME" FLAVOR OILS

- Guaranteed heat resistant, uniform strength
- 1/2 oz. flavors 100 lbs. of creams
- 1 oz. flavors 100 lbs. of hard candies
- Apricot Butter Strawberry Root Beer
- Banana Cherry Orange Rum & Butter
- Lemon Grape Peach Maple
- Raspberry Lime Pineapple Pistachio

WORKING SAMPLES AVAILABLE

Flavor Base Mashers

Horsehound—Menthol
Pure—scientifically
steeped
Licorice
Pure licorice root

"Candy-Drier"
Reduces hard candy
stickiness

"Fondant-Creamaid"
Prevents drying—a
cream ripener.
Easter Starch
and Rubber Molds
Write for Catalog

ORINGER MANUFACTURING Co. FOOD CHEMISTS SINCE 1920
26 3 MARKET STREET BOSTON 9, MASS.

BROWN *Advanced Instrumentation*
FOR THE FOOD INDUSTRY **Honeywell**

KANDEX*

CONFECTIONERY STABILIZER

Gives Lasting Freshness and
Smoother Texture To Your

TOFFEE

and other chewy candies such
as...Caramels, Taffy and Kisses.
SAVES TIME and EXPENSE.

**Write for Free Sample
Sufficient for Batch Testing**

*Order the Trial 25 lb. Drum
Only \$5.00. F.O.B. Chicago

NATIONAL FOOD PRODUCTS

8 South Dearborn St.
Chicago 3, Illinois

of exhibitors will be established, according to NAVS president, Frank A. Scharlott. Complete information regarding the fair may be obtained from Marvin E. Smith, managing director of NAVS, 1436-A, Merchandise Mart, Chicago 54, Ill.

• **Macy Corporate Buying Division:** A change in sample room hours calls for candy and grocery salesmen to be received Wednesday afternoons at 2:30 p. m. at 1314 Broadway, New York City, instead of Thursday mornings. This effects Macy's New York, Bamberger's, and all affiliated stores.

• **Sweets Company of America, Inc.:** Seymour Margules has resigned as director of sales and advertising.

• **Gumakers of America:** William Hunt is appointed sales manager of the firm. He formerly held a similar position with the Frank H. Fler Corporation.

• **Fred Dent:** Another candy shop was recently opened by this manufacturing retailer at the Desert Inn in Richland, Wash. Jeanne Thares is branch manager of the shop.

• **Retail Confectioners' Ass'n of Philadelphia, Inc.:** New officers for the coming year are: Carl J. Hesck, president; Charles Crawford, first vice-president; Theodore Marquetand, second vice-president;

SMOOTH

as a kitten

Velvety smoothness and fine texture are of utmost importance in chocolate coatings. Merckens Fondant Process Chocolate gives you a coating worthy of your fine centers.



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New York • Boston • Chicago
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Seattle • Salt Lake City

MERCKENS CHOCOLATE CO. INC.

506 Seventh Street, Buffalo, New York

THE MANUFACTURING CONFECTIONER

Harry L. Young, treasurer; Leo H. Gall, corresponding secretary; James A. Levan, financial secretary; and Allan Fitzhugh, John Young, and Frank Zealen, directors.

• **National Candy Wholesalers' Ass'n., Inc.:** Sidney Sills, sales manager of Bard & Margolies, Inc., is chairman of the attendance committee for the 1949 convention to be held in Chicago, June 26-29, at the Stevens Hotel. In view of the spaciousness of the exhibition hall, no space limitations will be placed on this year's All-Confectionery Exposition. There will be 157 booths compared to the 88 at the last convention.

• **Government Sugar Estimate:** Quota for 1949 is set at 7,250,000 tons of sugar by the Secretary of Agriculture. This compares with the original quota for 1948 of 7,800,000 tons, thrice altered to a final figure of 7,200,000 tons. The estimate is made in compliance with the Sugar Act of 1948 to determine how much sugar will be allowed to enter the United States from off-shore areas. Sugar market observers were generally of the opinion that the estimate was "bullish"; that the government desired a small increase in sugar prices. The estimate was much nearer domestic beet and cane sugar producers' wishes than the near-eight million ton figure requested by candy, ice cream, and other sugar-goods manufacturers.

• **Federal Wage and Hour Law Violations:** The U. S. Department of Labor's 1948 fiscal year report shows that employers in the confectionery industry owed 766 of their employees \$27,659. The limited inspections included 110 establishments in the field

The ECONOMY "BELTURN"



Widths Available—12" to 48"

for conservation of space and efficient arrangement
of Cooling Conveyors and Packing Tables.

The Economy "BELTURN" takes candy and other articles around a 90° or 180° turn, right-side-up without "bunching" or "crowding". Makes possible greater belt speed—longer packing tables.

Write, Wire or Phone for further details.

ECONOMY EQUIPMENT CO., INC.

Branch Office:
152 West 42nd Street
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Main Office & Plant:
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Where
QUALITY and SERVICE
"REIGN"

- NOUGAT WHIP
- HAND ROLL CREME
- EGG-O-CREME
- X-L CARAMEL PASTE
- VAC-MILK
- VAC-CREAM
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1919 • 30 Years of Service • 1949

are able to RUSH a
Valentine's Day

ORDER -- TO YOU -- YET!

WRITE or WIRE us -- TODAY
for
IMMEDIATE SHIPMENT

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for

1949

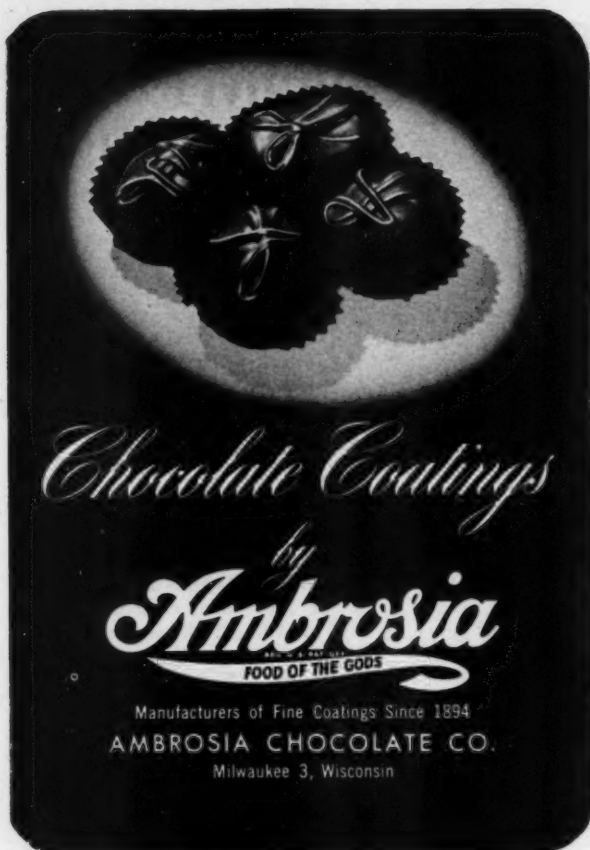
SENNEFF-HERR CO., Sterling, Ill.

Please send my copy of your new HANDY GUIDE.

Name

Address

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Chocolate Coatings
by
Ambrosia
MADE IN U.S.A.
FOOD OF THE GODS
Manufacturers of Fine Coatings Since 1894
AMBROSIA CHOCOLATE CO.
Milwaukee 3, Wisconsin

over a 12-month period ending June 30, 1948. Most common type of violation was revealed to be failure to make proper payment for overtime work. Part of the back wages was owed because some employers had not paid the 40-cent minimum hourly wage rate. Child-labor provisions of the Wage and Hour Law were also disclosed. "On the basis of inspections made during the 1948 fiscal year in the confectionery industry, it appears that many employers still are uncertain about how these basic wage and hour laws affect their employees," W. R. McComb, administrator for the Department of Labor, said in the report. Mr. McComb has presented recommendations to the 81st Congress to increase the minimum wage to 75 cents an hour and to clarify overtime pay problems arising under the 10-year old Wage and Hour Law.

• **Ass'n of Manufacturers of Confectionery and Chocolate:** Past-president Samuel D. Fried will be honored at a dinner in the Hotel Statler, New York, February 16. Mr. Fried has been in the confectionery industry during the past 40 years, and is presently chairman of the association's executive committee.

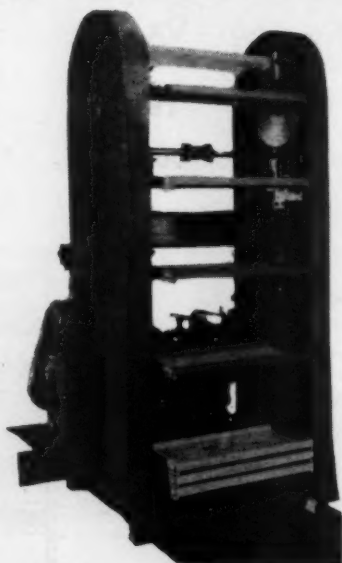
• **Euclid Candy Co.:** W. Edward Johnson is promoted to sales manager from his position as Philadelphia representative. John Bruens will assume Mr. Johnson's duties in Philadelphia.

• **Virginia-Carolina Peanut Association:** W. W. Byrum, president of the Albemarle Peanut Co., is elected head of the association. Edward Gilliam is the retiring president.

**An Installed
CURRIE AUTOMATIC**

**ORDER
NOW!**

STARCH TRAY STACKER



Will Give You:

1. Increased production
2. Elimination of hand stacking
(completely automatic)
3. Reduced tray breakage
4. Improved sanitation

Prompt Delivery

CURRIE MANUFACTURING COMPANY

1837-43 Grand Ave.

Engineers to the Candy Industry


CHICAGO 22, ILL.

● **American Ass'n of Candy Technologists:** John M. Krno, vice-president of Corn Products Sales Co., is guest speaker at the Boston Section's dinner meeting at the Smith House, Cambridge, Mass., February 8.

● **National Confectioners' Ass'n.:** Irvin C. Shaffer, vice-president of Just Born, Inc., is appointed chairman of the Council on Candy, and Paul Beich, president of Paul F. Beich Co., is selected as vice-chairman of the Council. A recent meeting of Chicago area manufacturers heard F. Chapin Weed, director of the Food Division, Office of Production, National Security Resources Board, ask for candy industry cooperation in carrying out the national preparedness aims of the National Security Act of 1947.

● **Keppel's Inc.:** The entire sales force joins with the company in subscribing to the Council on Candy fund. R. F. Keppel, president of the firm, sent in his check on behalf of the company together with subscriptions from: Ralph C. Trimble, H. J. Kohlmaier, W. E. Keppel, Elmer Mehaffey, Charles Fellman, H. F. Aierstock, C. A. Keith, R. F. Keppel, Jr., and Richard Maysillis.

● **Butler Brothers:** Appointment of Owen Freeman as general manager of the company's variety retail Scott Stores is announced. He assumes full responsibility for all operations. Mr. Freeman has been associated with the Scott group for many years, and is promoted from merchandise manager. He is



SPECIALTIES

YELKIN BTS The Standardized Lecithin. Used successfully as a basic quality control by confectioners and chocolate manufacturers for over 15 years—uniform, dependable performance.

PLACTO Milk & Cream Products. Meeting every requirement for milk in Candy and Chocolate—Powdered, Plastic or Condensed.

FRIES FLAVORS. A complete line for all candy use—True Fruits, Imitation Fruits, Liquors, and Nut—Vanillas and Specialties.

ROSS & ROWE, Inc.

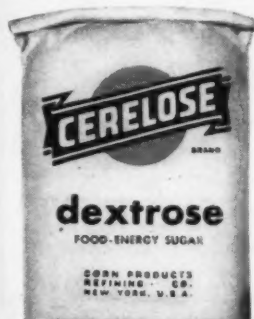
50 BROADWAY
NEW YORK 4, N. Y.

WRIGLEY BLDG.
CHICAGO 11, ILL.

Maybe the answer to a problem of yours!

● The use of dextrose and sucrose (both fine sugars) is the most practical, as well as economical, way to achieve sweetness control.

Sweetness control is the prime factor in maintaining quality, palatability and consumer preference.

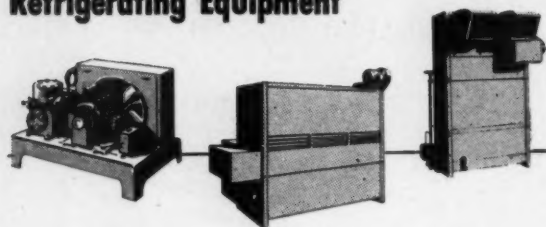


Our Technical Division is at your service—for consultation and suggestion—without obligation.

**CORN PRODUCTS
SALES COMPANY**
17 Battery Place
New York 4, N. Y.



Lower-Cost Maintenance and Operation of Air Conditioning and Refrigerating Equipment



Efficient operation of your air control equipment can earn more profit for you. That's why you will want to know more about time-saving Oakite materials and procedures for cleaning and descaling air conditioning and refrigerating equipment . . . for inhibiting slime, scale and algae in evaporative coolers and air wash systems. Check with your local Oakite Technical Service Representative, or write for full free details to Oakite Products, Inc., 36C Thames Street, New York 6, N. Y. No obligation.



it's magic! GENERAL MILLS New MODIFIED WHEAT STARCHES



It's no trick to discover how confectioners are producing superior products at lower cost by using General Mills B-24 and A-22 Modified Wheat Starches.

These starches perform technical magic because of their unique characteristics. Produced by a carefully controlled process, these starches have no cereal taste or odor—to mask the desired flavor of the confection. Having a far higher water absorption and retention capacity than most starches, you get a greater yield and longer shelf life.

B-24 Wheat Starch, in a range of fluidities, is outstanding for gum candies! A-22 has found application in caramel types. Every day new uses for these amazing wheat starches are being discovered. It will pay you to investigate the possible applications to your products. Write or wire . . .

General Mills, Inc.
Special Commodities Division

400 2nd Ave. So. Minneapolis 1, Minn. 208 So. LaSalle St. Chicago 4, Ill. Room 906, 80 Broad St. New York City 4

succeeded in the latter position by J. G. Colwell, formerly district manager of the Chicago district for the variety stores.

• **The Manufacturing Confectioner:** William C. Copp, eastern manager, recently gave talks at Rutgers and Boston universities on "Advertising Is Like Editing in Business Papers." The talks were made at the request of Associated Business Papers, which are cooperating with colleges in practical courses.

• **Chase Candy Co.:** Manufacturing operations are discontinued at the St. Joseph, Mo. plant to cut operating costs, according to an announcement by W. A. Yantis, president. Machinery and equipment is being transferred to the factories in St. Louis and San Jose, Calif. The building is being offered for sale in St. Joseph. Neither sales nor service will be hampered by closing the plant, Mr. Yantis said.

Marabou Expands Volume

(Continued from page 29)

period of time, increased about 70 per cent. The company produces four main items: the "Ergo" cocoa, milk chocolate, a special assortment of candies known as "Aladdin," and the "Marabou" baking powder. At

MODERN METHODS OF CANDY SCRAP RECOVERY

By
Wesley H. Childs

you can reconstitute the raw materials to Tells how you can re-use scrap candy ingredients without loss of value. Also, how perform primary functions in first-grade goods. This booklet has chapters on

1. **HARD CANDY**
2. **CHOCOLATE-COATED PIECES**
3. **GUM and PAN ROOM PIECES**

Price Per Copy—\$1.00

Book Sales Dept.

**THE
MANUFACTURING CONFECTIONER**
400 W. Madison St. Chicago, Ill.

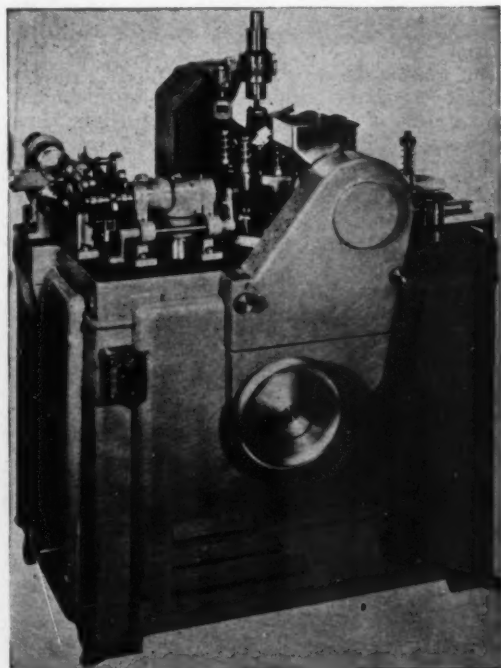
the time of my visit cacao beans, which Marabou imports mainly from West Africa and South America, were in short supply.

Several large Swedish designed wrapping machines, completely automatic, are handling the wrapping of 200,000 packages of throat pastilles per day.

Firm Operates Two Stores

The company operates two stores in Stockholm and one each in Gotenberg and Malmo for publicity purposes mainly. The main production is distributed through outside retail outlets and shipped by truck in most parts of central and south Sweden. The company employs what is known as "long distributions," with depots in other cities, such as Gotenberg, Malmo, and the northern cities of Sweden. These depots distribute to surrounding areas. Marabou sells also to such large distributing groups as the *Kooperativa* and the stores supplying the railway stations. Large as is the Marabou production, however, it cannot yet meet the demand for its products in Sweden.

Advertising has been done through posters and through advertising articles in the papers and magazines, as well as through publicity films. For the products of Findus, especially in connection with the frozen food items, the company holds demonstrations. Emphasis has been on time saving items at Findus. In line with company promotion, a special booklet concerning the firm was prepared for distribution to Swedish organizations, and institutions, as well as to the government offices.



CHOCOLATE SPRAYING CO.

2035-39 W. Grand Ave.

CHICAGO 12, ILLINOIS

**SATIN FINISH, EVEN DENSITY,
UNIFORM TEXTURE = SALES = PROFITS**

These qualities in Candy Tablets mark the product that the retailer re-orders. Anyone can make Candy Tablets and sell some, but you can't build a Life Saver or Charms business unless the product is perfect.

The controlled pressures of Stokes Tablet Machines assure uniform density. Glittering chrome plate and stainless steel assure cleanliness. And the punches gleam with a mirror-like polish reflected by the finished product.

Always, Stokes' technicians and their semi-plant-scale laboratory are ready to help you in formulation, granulation, mixing, product design, and plant layout.

F. J. Stokes Machine Company, 3988 Tabor Road, Phila. 20, Pa. Vacuum and Special Processing equipment, High Vacuum Pumps and Gages, Pharmaceutical equipment, Industrial Tableting and Powder Metal Presses, Plastics Molding Presses, Water Sills and Special Machinery.



STOKES

LATINI

continuous **DIE POP MACHINE**

- HIGH SPEED PRODUCTION
- CONTROLLED WT. & SIZE OF POPS
- INTERCHANGEABLE DIES
- GUARANTEED PERFORMANCE
- ECONOMICAL OPERATION

REPRESENTATIVE

JOHN SHEFFMAN—152 W. 42nd St., N.Y.C.

SUPPLY FIELD *News*

• **Merckens Chocolate Company, Inc.:** Distribution of Merckens chocolate products in the Midwest area formerly conducted by Handler & Merckens, Inc., is now being done by the Merckens Chocolate Company, Inc. M. D. Handler remains as manager of the Chicago office of the distributing organization.

• **Dodge & Olcott, Inc.:** Branch offices are opened in Atlanta, Dallas, and Cincinnati. Their managers are: William A. Kissel, Dallas; Earl W. Kersten, Atlanta; and Thomas F. Callahan, Cincinnati.

• **J. W. Greer Co.:** The Chicago office is moved to 4800 Milwaukee Ave. from its former LaSalle St. address. Fred Behn continues as branch manager.

ESSENTIAL OILS were discussed at a recent three-day meeting of sales representatives for Magnus, Mabae & Reynard, Inc. at the Hotel Warwick, New York City. Percy C. Magnus, president of the company, is seated fifth from the left at the speaker's table (picture at right) during one of the meetings. The discussions concerned the essential oil market, which is expected to rise again this year after "softening prices" of 1948.



• **Allegheny Ludlum Steel Corp.:** A cut in some price extras of stainless steel products made by the company was recently announced. Among the items reduced was stainless steel strip for packaging.

• **Oakite Products, Inc.:** The company is celebrating its 40th anniversary this month since its founding with but a single cleaning material in 1909. Expansion has been steady since then, and now the firm produces 80 specialized compounds for cleaning and related operations with a nationwide field service organization of 180 experienced technical representatives. John A. Carter, general manager of the company, states that "the 40 years of achievement we celebrate this month can be attributed in large to the company's fundamental policy of rendering a service and selling a product on the side."

• **George Lueders & Co.:** George L. Wheeler is appointed to represent the firm in its Philadelphia office. Mr. Wheeler has been with Wyeth, Inc. and Sharp and Dohme during the past 15 years.

• **Clinton Industries Inc.:** The board of directors elects Carl Whiteman as a vice-president of the company. Mr. Whiteman joined the firm as general sales manager in February, 1948.

• **Polak's Frutal Works, Inc.:** A new catalog and price list is being distributed by the firm to buyers of flavorings and similar products. The 44-page booklet provides a simple reference table of all the corporation's materials. A copy may be had on request at Polak's Frutal Works, Inc., 36-14 35th Street, Long Island City 1, N. Y.

• **Florasynth Laboratories, Inc.:** Three new ingredients are added to the firm's flavoring line. A compounded imitation vanilla oil, a stronger imitation vanilla powder, and an imitation chocolate flavoring in powder form.

• **Union Pacific Railroad:** The railroad is continuing its quarter-billion dollar improvement program this year, as well as making further gains in safety, smoke abatement, service to shipper and agriculture, and promotion of the Western United States. Safety was particularly stressed during the past year, when the company received the National Safety Council's award for first place in 1947's employe safety with a casualty rate nearly 80 per cent better than the average road. Promotion literature and movies were widely distributed by the management to schools and organizations. Equipment purchases for 1949 are scheduled to total \$167,800,000.

• **Merck & Co., Inc.:** New vice-president for research and development is Dr. Per K. Frolich, who has been associated with the corporation for the



LUNCHEON MEETING (left) of executives, department heads, and sales representatives of Fritzsche Brothers, Inc., held recently at the Hotel New Yorker, New York City. Policies, plans, and problems were discussed during a series of meetings.

past two years. Born in Norway, Dr. Frolich was educated in technical schools in both the Scandinavian country and the United States. He was director of the New Jersey chemical division for Standard Oil before joining Merck & Co.

• **Chas. Pfizer & Co.:** Four new executive changes are made by the firm: John E. McKeen, formerly vice-president in charge of plants, is named executive vice-president; Fred J. Stock, formerly vice-



THREE EXECUTIVES of Chas. Pfizer & Co. who were recently advanced within the firm. They are, left to right: John E. McKeen, John L. Davenport, and Fred J. Stock.

president, to vice-president in charge of sales; John L. Davenport, formerly secretary and general superintendent, to vice-president in charge of production; and John J. Powers, Jr., formerly assistant to the president, to secretary.

• **Reynolds Metals Company:** Four promotions are announced for the foil division: W. Douglas Peters, central division manager, from assistant general sales manager; Paul Murphy, to succeed Mr. Peters,



california strawberry flavor

Fine as the real fruit

Excels for candies,
ice creams, etc. Rich in
appetizing flavor and aroma—
tastes exactly like fresh-
picked strawberries!



\$16.00 PER GALLON F.O.B. LOS ANGELES

Albert Albek, Inc.

Since 1934 makers of fine flavors, food products, vanillas, etc.



Lickety-split your mixing goes!

Swift's Fluff-dried Albumen streamlines your mixing time, gives you more fine candies, raises your profits.

That's because it's made up of extremely tiny particles, needs no soaking, dissolves instantly, and doesn't clump!

Swift's Brookfield Fluff-dried Albumen is made only from choice, fresh, spring-laid eggs—packed in tin for quick convenience.

*More of this fine product
will be available soon. Order early.*

Swift's Brookfield
Albumen FLUFF DRIED

HOOTON CHOCOLATE

**COMPARE for
appetizing appeal
and fine flavor**

**Comparison proves
convincing—tell us
you are interested**

HOOTON CHOCOLATE CO.

Fine Chocolate Since 1897

NEWARK 7

NEW JERSEY

GELATINES

- for Confections,
- and Marshmallows

**Manufactured to your specific require-
ments — Uniformity guaranteed.**

High beating quality

Kind & Knox Gelatin Co.

Head of North 5th Street

Camden, N. J.

from printing and beverage industry manager; Warren Townsend, product manager of the printing division; and Hayden Clement, assistant product manager. Mr. Peters succeeds Ralph T. Johanson, who recently resigned.

• **J. W. Greer Company:** Succession of William H. Walker, veteran installation engineer for the company, to the position as West Coast representative is announced. He replaces C. B. Turner, who retired recently after many years service for the firm.



ANNOUNCEMENT
IS made of the ap-
pointment of John
Sheffman (left) as
exclusive represent-
ative in the confec-
tionery field for the
Peerless Confection-
ery Equipment Co.
Mr. Sheffman will
handle the complete
line of equipment
for the firm, includ-
ing a large line of
candy dies, chains,
conveyor, and a
continuous plastic
machine.

• **Allegheny Ludlum Steel Corp.:** Appointment of Robert M. Arnold, a director of the firm, to a newly-created vice-presidency is announced. He is president of Arnold Engineering Co., a subsidiary of the corporation.

• **Minneapolis-Honeywell Regulator Company:** Further growth of industrial instrumentation as a rapidly growing industry during 1949 is forecast by Henry F. Dever, president of the Brown Instrument division of the company. Backlog orders plus anticipated business predicted upon a sustained favorable outlook, indicate the same rate of expansion through all of this year and possibly into 1950, he states.

• **Commercial Solvents Corporation:** Two new members are named to the board of directors: Austin S. Igleheart, president of General Foods Corporation, and Harold H. Helm, president of the Chemical Bank and Trust Company.

• **Ungerer & Company:** Group discussions at the main office in New York City and a tour of the

TRUTASTE FLAVORS... *Rival Nature's Own*



**Zestful, Tangy, Imitation CHERRY
Full-Bodied, Rich, Imitation GRAPE**

**Luscious, Imitation STRAWBERRY
Tantalizing, Imitation RASPBERRY**

NEUMANN • BUSLEE & WOLFE

224 W. HURON ST.

CHICAGO 10, ILL.

plant at Totowa, N. J., were the main features of a recent three-day sales meeting of representatives from New England, the South, the East, and the Midwest.



F. C. FREY (left) is appointed general sales manager of American Maize-Products Co., according to an announcement by James B. Melick, vice-president. Mr. Frey has been with the firm for 37 years in various sales capacities.

• **Minneapolis-Honeywell Regulator Company:** A new temperature controller of a "more compact" nature is being introduced to the trade through the company's Brown Instrument Division. More efficient and lower-cost maintenance for many industrial processes is expected from the combination motorized-valve controller, one of a series of "more compact" measuring and controlling devices to be brought out this year by the firm.

• **Clinton Industries, Inc.:** R. E. Clizbe, company president, is elected as vice-chairman of the board. C. W. Metcalf, vice-president of the company, succeeds Mr. Clizbe as president.

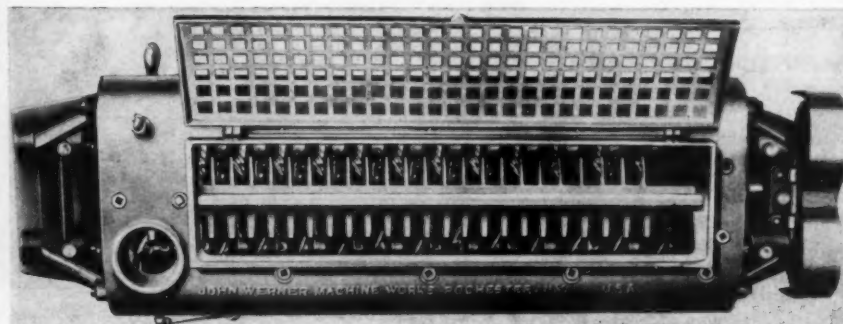
• **Package Machinery Company:** William Keil is transferred from the New York office to the Springfield, Mass. main office. Mr. Keil now takes over the territory in Western New England and upper New York State formerly handled by Alan S. Lincoln, who is now serving on the staff of Tom Miller, vice-president in charge of sales.

• **John B. Wine:** Retired general manager of the Wilbur Suchard Chocolate Company, Mr. Wine recently died after a two-month illness in a Lewes, Del., hospital. He had been with the company for over half a century.

• **Peter Partition Corp.;** Burbank & Co., San Francisco, is appointed sales representative for the firm in Northern California.

• **Lamont, Corliss & Company:** Miss M. J. Foster is appointed insurance manager for all the firm's products. She has been with the company since 1921, and formerly served on the board of directors for the Risk Research Institute of which she is presently a member.

• **The Carolina Peanut Corp.:** Only partial coverage by insurance is reported by the company after its recent disastrous fire. The mill, practically new, was valued at \$200,000 and contained 10,000 bags of peanuts valued at \$100,000.



Inside view 50" Snow Flake Cream Beater, with baffles, open top and water jacket.

The Snow Flake Cream Beater is a **MUST**

The Beaters running between diagonal baffle plates assimilate all ingredients, aerating and whitening the Fondant.

Years of experience have proved and verified our claim that the Snow Flake Cream Beater is engineered to handle fondant with corn syrup better and faster, with the desired result at its maximum.

Make your next installation a Peerless Syrup Cooler and Snow Flake Cream Beater.

JOHN WERNER & SONS, INC.

713-729 Lake Avenue

Rochester 13, N. Y.

WHEN-

your formula includes corn syrup—

For smooth, white fondant that is uniformly tender—

● **Freight Rate Increases:** Union Pacific Railroad is distributing a booklet free of charge listing the increased rates and charges as outlined in tariffs No. X-162-A and No. X-166-B. The unofficial, 62-page pamphlet features a map of the United States, showing the boundary lines of the increase territories, and various tables pertaining to the freight tariffs. The booklet may be obtained by writing to the Freight Traffic Department, Union Pacific Railroad, Fifteenth and Dodge Streets, Omaha, Neb.

● **Chicago Candy Club:** Howard Aylsworth was elected president at the club's first 1949 meeting, held last month at the Illinois Athletic Club. Merrill Sayre and Ed Heintz were named vice-president and secretary, respectively. John Clark was re-elected treasurer. Nominating committee members included: Walter Krafft, H. L. Thurber, Jr., George Olson, and E. G. Vogt.

CHOCOLATE



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RUNKEL'S

POSITIONS WANTED

CANDY PLANT ENGINEER: 15 years' experience in candy business. Thorough knowledge of candy making equipment and plant maintenance. Technical training. Locate any place in U. S. Box A-2915. **The Manufacturing Confectioner.**

CANDY MACHINE DESIGNER: 15 years' experience in building and designing equipment for the candy industry. Seeks position with manufacturer of similar equipment. Will go anywhere in U.S. Box A-2916. **The Manufacturing Confectioner.**

Coming Events CONVENTIONS-MEETINGS

- Mar. 7-10—8th Variety Store Merchandise Fair, Hotel New Yorker, New York.
- Mar. 20—National Food Brokers Ass'n, Chicago.
- Mar. 27-Apr. 2—Spring Meeting, Division of Sugar Chemistry & Technology, American Chemical Society, San Francisco.
- May 10-13—American Management Ass'n Packaging Conference, Auditorium, Atlantic City.
- May 24-27—3rd Annual Production Conference of the Pennsylvania Manufacturing Confectioners' Ass'n, Lehigh University, Bethlehem, Pa.
- May 29-June 3—United States Wholesale Grocer's Ass'n, Inc., Municipal Auditorium, St. Louis.
- June 1-3—National Confectionery Salesmen's Ass'n Annual Convention, Congress Hotel, Chicago.
- June 5-10—66th annual NCA Convention, Stevens Hotel, Chicago.
- June 26-29—4th annual NCWA convention, Stevens Hotel, Chicago.
- July 24-27—Southern Wholesale Confectioners' Ass'n, Inc. Convention, Hotel George Washington, Jacksonville, Fla.
- Oct. 15-20—Baking Industry Exposition, Municipal Auditorium, Atlantic City, N. J.
- Oct. 24-26—11th Annual Forum of the Packaging Institute, Commodore Hotel, New York.
- Nov. 1-5—Pacific Chemical Exposition of American Chemical Society, Civic Auditorium, San Francisco.
- Nov. 27-30—National Automatic Merchandising Ass'n Convention and Exhibit, Convention Hall, Atlantic City.

● **Ambernuts Company:** This newly-formed company is now distributing its filberts from West Coast orchards in three new forms: Whole roasted and salted kernels; chopped, vacuum-packed in glass; and unshelled bulk.



W. B. DURLING (right), president of Wm. J. Stange Co., presents one of 107 bonus checks for 1948 to Harold Cunningham, veteran employee. Watching are: H. R. Ansel, Aldar Fonyo, E. J. Marum, W. Miller, Stange officials.



You're Right

BURCK-BRAND is not just a label—it's a symbol of high quality and service.

When you buy—be right. BUY BURCK-BRAND.

C. W. BURCKHALTER, INC.

Supplying high quality milk to Manufacturing Confectioners for more than 20 years.

156 FRANKLIN STREET

NEW YORK 13, N. Y.

TEL. WA. 5-0728



The MANUFACTURING CONFECTIONER'S *Clearing House*



POSITIONS WANTED

COST ACCOUNTANT

Experienced in all phases of quality candy manufacturing. Fourteen years of factory and public accounting experience. Harvard and Bentley Accounting School graduate. Age 30. Boston area. Write Box A-295, **The Manufacturing Confectioner**.

SITUATION WANTED

SUPERINTENDENT OR PRODUCTION MANAGER with years of experience in the candy industry, in both large wholesale and retail plants. Complete knowledge of formulas, modern methods, quality control, equipment, maintenance and personnel problems. Best reference. Forty-five years of age. Box A-298, **The Manufacturing Confectioner**.

HELP WANTED

Wanted: Candy maker—experienced on all high grade candies. Splendid opportunity with well established company. Good salary. Give all details: experience, age, and when available. Application will be held in strictest confidence. Box A-291, **The Manufacturing Confectioner**.

CANDY MANAGER WANTED: Preferably 30 to 45 with retail manufacturing experience. Also will train young candy makers desiring to become managers. Company operates in the East, South, and Middlewest. Give details of experience. Price Candy Company, 2 West 39th St., Kansas City 2, Missouri.

Wanted: Superintendent for plant in East. Employs 300 to 400 people. Making general line. State age, experience, salary desired, when available. Box B-292, **The Manufacturing Confectioner**.

MACHINERY WANTED

WANTED
YOUR IDLE MACHINERY
WILL BUY FROM SINGLE ITEMS
TO COMPLETE PLANTS

URGENTLY WANTED: Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



THE KEY TO SAVING TIME AND MONEY

CONSOLIDATED
PRODUCTS COMPANY, INC.

15-21 PARK ROW

NEW YORK 7, N. Y.

MACHINERY WANTED (Contd.)

WILL TRADE TWO 3 X 6 COLD WATER SLABS FOR A SAVAGE OR NATIONAL MARSHMALLOW BEATER. IT MUST BE IN GOOD CONDITION. BOX A-294, THE MANUFACTURING CONFECTIONER

WANTED: Racine duplex sucker machine and Simplex vacuum gas cooker. Box A-2912, **The Manufacturing Confectioner**.

Wanted: Rock slabs; open fire kettles, 20 gal. capacity; gas furnaces. Box A-2910, **The Manufacturing Confectioner**.

MACHINERY FOR SALE

For Sale: One new Lynch Wrap-O-Matic bar wrapping machine; one used Model DF Package Machinery bar wrap machine; Swedish stainless steel belts, varying lengths, some 24" wide, some 32", from 100 to 600 feet in length. Box F-191, **The Manufacturing Confectioner**.

FOR IMMEDIATE DELIVERY

Two 38" copper coating pans, direct motor drive; two 100 gal. stainless steel clad, high pressure cooking kettles; two peanut cluster basket machines; two 50 gal. Jap kettles; one 7" ball beater; four 250 gal. aluminum storage tanks; two Werner, Snowflake cream beaters; two Lightning, stainless steel portable agitators. For information and prices write Box B-191, **The Manufacturing Confectioner**.

FOR SALE: One Package Machinery hard candy wrapper, Model 22-B, recently reconditioned, in perfect condition. One Burkhard vacuum cooker and pump, all high pressure steam fittings and gauges. One 5 ft. 4 in. cooking slab. Write Laura Lee Candies, 2300 N.W. 36th St., Miami, Fla.

FOR SALE: One chocolate melter steam-jacketed; STEAM-JACKETED KETTLES—stainless steel, copper, and aluminum; MARSHMALLOW MIXER. Box A-292, **The Manufacturing Confectioner**.

FOR SALE: USED PACKAGE MACHINERY CO. Type G.H. bar wrapping machine. Wide adjustment of width and length for different size bars. Speed range 65 to 90 per minute. GE electronic controlled paper cut-off with electric eye control and extra tubes, complete with GE induction 2 H.P. motor, 220/440 volt, 60 cycles. Excellent condition. Rittenhouse Candy Company, Inc., Worth and Herbert Sts., Philadelphia 24, Pa.

MACHINERY FOR SALE (Contd.)

For Sale: Have two brand NEW Dubin "Hydro-Lift" fire mixers in original crates. Sell at sacrifice. Write Box F-192, **The Manufacturing Confectioner**.

FOR SALE: SIMPLEX GAS FIRE VACUUM COOKER. EXCELLENT CONDITION. REASONABLY PRICED FOR QUICK SALE. 135 LB. CAPACITY. BOX A-293, **THE MANUFACTURING CONFECTIONER**.

FOR SALE

A complete line of new and rebuilt confectionery machinery, such as, cut roll machines; ball cream beaters, Dayton, from 2' to 5'; candy slabs, all sizes; moguls and starch bucks; depositors of all descriptions; blast furnaces; chocolate melting kettles from 150 to 1,000 lbs.; batch rollers, etc. **A & G MACHINE COMPANY**, 33 Central Wharf, Boston 10, Mass., HU 2-6989.

FOR SALE: REVOLVING PANS—IMMEDIATE DELIVERY—TWO BATTERIES OF EIGHT AND ONE BATTERY OF SEVEN PANS. BELT CONNECTED TO SHAFT WITH MOTOR FOR EACH BATTERY, INCLUDING NEW DUCT WORK AND GAS BURNERS FOR ALL REVOLVING PANS. BOX A-297, **THE MANUFACTURING CONFECTIONER**.

For Sale: 5 ft. Hammond ball beater, A-1 condition, in storage. Price \$400. Appleford, 704 D. St., San Bernardino, Calif.

FOR SALE: EASTER CHOCOLATE MOLDING EQUIPMENT SUITABLE FOR SMALL MANUFACTURER. PRICE VERY REASONABLE. BOX A-2914, **THE MANUFACTURING CONFECTIONER**.

SALES HELP WANTED

BROKER REPRESENTATIVES WANTED in some very fine territories by old established nationally-known Midwest firm. If you call on retail and wholesale confectioners, retail and wholesale bakers, bakers and confectioners' supply houses, candy, tobacco and drug jobbers, ice cream manufacturers—write M-149 at once, stating territory, at Box A-2911, **The Manufacturing Confectioner**.

Wanted: Sales representatives in territories East of the Mississippi for "MUMSEYS DELICIOUS POPS" in cellophane bags. Very attractive item. Contacts with chain stores and syndicates essential. Must have no conflicting line. Write at once **THE MUMSEY CANDY CO.**, 1803-05 Federal St., Camden, N.J.

SALES LINES WANTED

Established manufacturers' representative wishes a candy line for the Michigan-Ohio-Indiana territory. Earl G. Morgan, 1415 Glynn Ct., Detroit 6, Mich.

Wanted: Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Candler Bldg., Atlanta, Georgia.

BUSINESS FOR SALE

FOR SALE: FULLY EQUIPPED candy factory; output 2,000 lbs. per day; air-conditioned 8,000 sq. ft. floor space, rent \$50 mo. Central New York state; equipment consists of 16" enrober, fully automatic; two cream beaters, kettles, depositors, starch room. \$4,000 required. Box A-299, **The Manufacturing Confectioner.**

FOR SALE

Candy factory, located about 15 miles from Los Angeles, Calif. Established 15 years, now in operation, machinery and other candy tools almost new. Cheap rent. Now producing to supply jobbers in California, Nevada, and Arizona. Lease available for any length of time. Good will, stock, and machinery—Price, \$6,500. Address Box A-296, **The Manufacturing Confectioner.**

CLASSIFIED ADVERTISING IN THE MANUFACTURING CONFECTIONER

Rates are 35 cents per printed line, 70 cents for bold face or all capital letters. Minimum insertion is three lines. Display rates are \$6 the column inch. Classified rates are not subject to advertising agency discounts.

BUSINESS FOR SALE (Contd.)

For Sale: Candy factory with salesroom in front located on two busy national highways adjacent to Orlando, Florida. Wonderful opportunity. Doing local, tourist, and mail order business. Well equipped to manufacture an exclusive new citrus confection, growing in popularity. Facilities adaptable to other types of candy. Factory clean, equipment new and in good condition. Total investment \$5,500 includes large stock of packing material. Will sell as a unit or separate items. Write Bernadette Citrus Fruit Candy Co., Fern Park P.O., Casselberry, Fla. for further information.

MISCELLANEOUS

For Sale: Plain, transparent, and moisture-proof heat-sealing cellophane rolls. .40 and .44 per lb. Prompt delivery. 9 3/4", 9 1/4", 10 1/4", 10 3/4", 12 3/4". Box A-2913, **The Manufacturing Confectioner.**

LIQUIDATION

1175 LBS. OF ESSENTIAL OIL OF PEPPERMINT, TWICE RECTIFIED PACKED & SEALED IN 25 LB. TINS BY MANUFACTURERS. 24 TINS BY W. J. BUSH & CO., AND 23 TINS BY FELTON CHEMICAL CO., AT \$6.60 PER POUND, FOB NEW YORK.

Box B-291

THE MANUFACTURING CONFECTIONER

MISCELLANEOUS (Contd.)**USED STARCH**

Also Sweepings

BOUGHT

LOUIS ROSENBERG

444 Fairmount Ave.,
Philadelphia 23, Pa.

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in outer boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All Scotch Tape

Colors & Widths Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond Robert I. Brown
"At Your Service"

74 E. 28th St., Chicago 16, Illinois

CONFECTIONERY BROKERS**New England States****JESSE C. LESSE CO.**

Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

Middle Atlantic States**S. P. ANTHONY**

Manufacturer's Representatives
P. O. Box 1355—Phone 2-8469
READING, PENNSYLVANIA
Terr.: Pa., Md., Del., Washington,
D. C.

MARTIN J. BERMAN CO.

292 Fifth Avenue
NEW YORK 1, N. Y.
Longacre 4-2633-4
Greater New York Area
Including Department Stores,
Chains, Buying Offices

ARTHUR M. CROW & CO.

407 Commonwealth Annex Bldg.
PITTSBURGH 22, PA.
Cover conf. & groc. jobbers, chains,
dept. stores, food distrs.
W. Pa., W. Va., & E. Ohio

Middle Atlantic States (contd.)**FACTORY SALES COMPANY**

Broad Street Bank Building
TRENTON, NEW JERSEY
Specialists in Specialties
Terr.: N. J., N. Y., Pa., Del., Md.,
& Washington, D. C.

GFENBERG BROS.

389 East 2nd St.
BROOKLYN 18, NEW YORK
Covering Jobbers, Syndicate and
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100 mile radius

HERRERT M. SMITH

109-17 110th St.—Virginia 3-9847
OZONE PARK 16, NEW YORK
Terr.: New York State

IRVING S. ZAMORE

2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
29 Years Experience
Terr.: Pennsylvania, excluding
city of Philadelphia

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1135 East Front Street
RICHMOND, VA.
Contact Wholesale Groceries, Candy
Jobbers and National Chains
Terr.: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

So. Atlantic States (contd.)**W. H. CARMAN**

Manufacturers' Representatives
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BALTIMORE 15, MARYLAND
Terr.: Maryland; Wash., D. C.

JIM CHAMBERS

Candy Broker
17 Edgewood Avenue, S. E.
ATLANTA 3, Georgia
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON

Manufacturers' Representative
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr.: W. Va., Va., N. & S. Caro.

A. CARY MEARS

P. O. Box 2415
ROANOKE, VIRGINIA
Candy and Specialty Items
Terr.: Va., W. Va., & No. & So. Caro.

ROY E. RANDALL CO.

Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA 1, SO. CAROLINA
Terr.: No. & So. Carolina.
Over 25 years in area

So. Atlantic States (contd.)**HUBERT BROKERAGE CO.**

Candy and Allied Lines
3 Salesmen
Offices & Display Rooms
210-211 Candler Bldg.
ATLANTA, GEORGIA
Terr.: Florida, Georgia and Ala-
bama for 20 years

JOHNSON & FAWYERS

335 Burgess Building
JACKSONVILLE 2, FLORIDA
Confections & Allied Lines
Terr.: Ga., Fla., & Ala.

H. H. SMITH

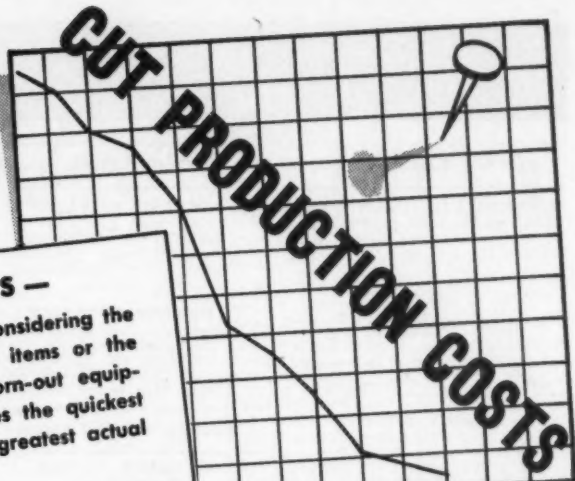
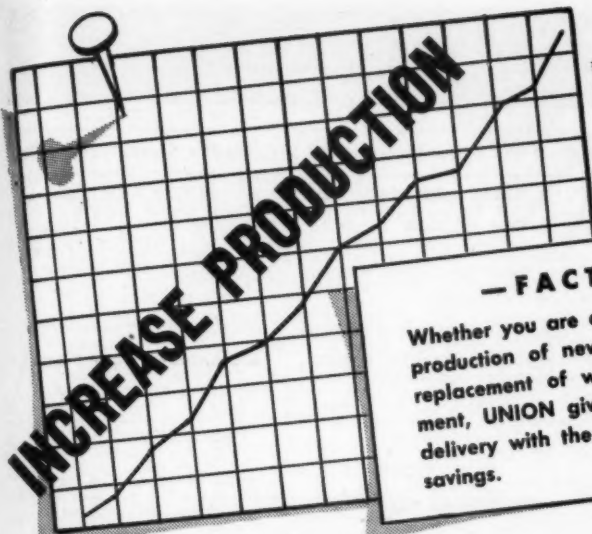
Box No. 1202
HUNTINGTON 14, WEST VA.
Candy, Marbles, School Tablets,
Wax Papers, Stationery, Napkins
Terr.: W. Va. & Eastern Ky.

W. M. (BILL) WALLACE

Candy and Specialty Items
P. O. Box 472—111 Railroad Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.
Thorough Coverage

JOHN T. SOX CO.

Box 605
COLUMBIA, S. C.
Manufacturers' Representatives
Have been representative for 17
years in the states of South and
North Carolina

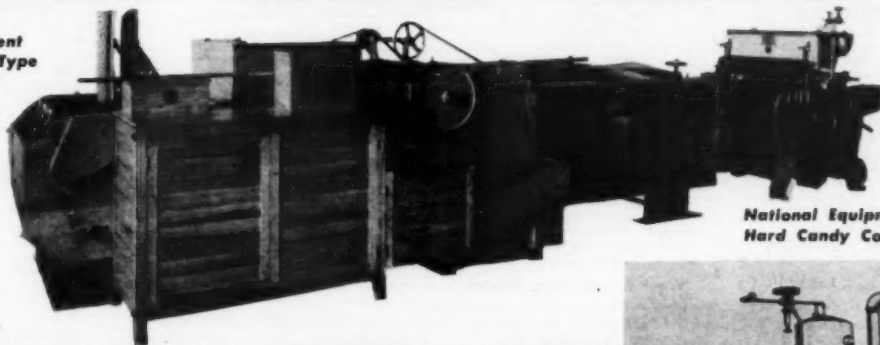


— FACTS —

Whether you are considering the production of new items or the replacement of worn-out equipment, UNION gives the quickest delivery with the greatest actual savings.

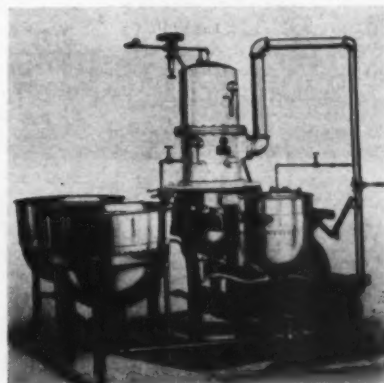
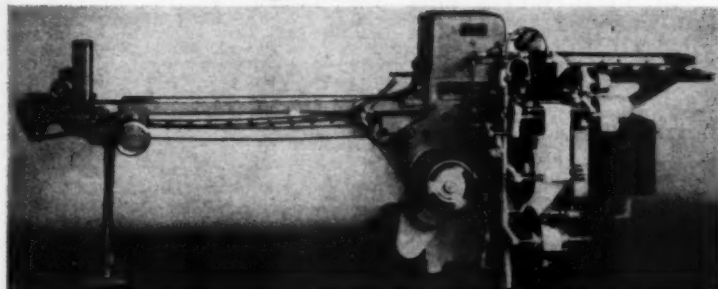
with UNION "GUARANTEED" Rebuilt Machinery

National Equipment
Fully Automatic Type
AD Wood Mogul



Package
Machinery
Company
Model DF
Bar Wrapper

National Equipment Continuous
Hard Candy Cooker



Partial List:

National Equipment late-type Fully Automatic Steel Mogul.
National Equipment Fully Automatic Type AD Wood Mogul.
Huhn Double Dryer and Cooler, also sold singly.
Friend Dreadnaught Model Hand Roll Cream Center Machine.

National Equipment 24" and 32" Chocolate Enrober with cooling tunnel and packing table.
300, 500, and 1000 lb. Chocolate Melting Kettles, National Equipment and Racine.
National Equipment continuous Hard Candy Cooker.

Simplex Steam Vacuum Cooker, 200 lb. capacity.
Racine Continuous Automatic Sucker Machine, motor driven with Conveyor.
Package Machinery Company Model 22-B Cellophane Hard Candy Twist Wrapper.
Racine Model M Die Pop Machine.
Package Machinery Sucker Wrappers.

Write or Wire Collect for Prices and Details on Your Requirements

BIG SAVINGS—IMMEDIATE DELIVERY

UNION CONFECTIONERY MACHINERY CO., INC.

318-322 LAFAYETTE STREET NEW YORK 12, N. Y.



CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY



CONFECTIONERY BROKERS

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EDWARD A. D. (Candy) BARZ
P. O. Box 395—LA PORTE, IND.
P. O. Box 512—OAK LAWN, ILL.
Covering Ill., Ind., Mich., Ohio, Ky.,
and W. Va.

H. K. BEALL & CO.
CHICAGO 6, ILLINOIS
308 W. Washington St.
Phones RANDolph 1618-1628
Territory: Illinois, Indiana,
Wisconsin
25 years in the Candy Business

JOHN E. SMITH
Confections & Food Specialties
Thorough Coverage State of Indiana
Excluding Lake County adjoining
Chicago
1428 N. Pennsylvania St., Room 203
Tel. Lincoln 3780
INDIANAPOLIS 2, INDIANA

CHARLES R. COX COMPANY
1428 Erie Boulevard
SANDUSKY, OHIO
Territory: Ohio, Michigan, and
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ROGER ETTINGER
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18300 Pennington Avenue
DETROIT 21, MICHIGAN
Terr.: Entire state of Michigan

WALTER M. GREESON CO.
101 Smith Street
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"We Are At Your Service Always
—And All Ways"
Terr.: Michigan, Estab. Since 1932

BERNARD B. HIRSCH
229 E. Wisconsin Ave.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chi-
cago) Mich. (Upper Penn.)

DONALD A. IKER
2037 E. Main Street
KALAMAZOO, MICH.
Territory: Michigan

HARRY KISSINGER
Candy—Novelties—Specialties
3646 McCormick Ave.
Phone Brookfield 9691
HOLLYWOOD, ILLINOIS
Terr.: Ohio, Mich., & Ind.

G. W. McDERMOTT
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MARINETTE, WISCONSIN
Terr.: Wisc. & Upper Mich.—covered
every five weeks.

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6210 Tyne Avenue
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We specialize in cigars, candies
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Salesmen Ass'n.
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& ASSOCIATE**
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Forty Miles.

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Terr.: Michigan only

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1627 West Fort Street
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Covering Michigan Completely
With Quality Merchandise
AL. Williford

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Manufacturers' Representative
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Serving Metropolitan Chicago
Sales Area for 25 Years

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Territory: Kentucky and Tennessee

PAUL JOHNSON AND CO.
Manufacturers' Representatives
Day Phone 1—Night Phone 2420
Box 270
CAMPBELLVILLE, KY.
Candy, Crackers, Cookies, Cigars,
and Specialty Items
Terr.: Ky. and Tenn.

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Candy Specialties
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NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Ala-
bama, Mississippi, Louisiana

J. L. FARRINGER CO.
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NASHVILLE 4, TENNESSEE
Established 1924
Territory: Tenn., Ky., and W. Va.
2 Salesmen covering territory

West No. Central States

**GEORGE BRYAN
BROKERAGE CO.**
410 Walnut Bldg.
DES MOINES 9, IOWA
Consistent and thorough coverage
of wholesale candy and tobacco,
wholesale grocery, chain store
trade in central, eastern Iowa

**ELMER J. EDWARDS
CANDY BROKERAGE**
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MINNEAPOLIS 17, Minn.
Phone: Pa. 7659
Terr.: Minn., N. & S. Dak.—Special
attention given to Twin City trade

GRIFFITHS SALES COMPANY
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SAINT LOUIS 2, MISSOURI
We specialize in candy and
novelties.
Terr.: Mo., Ill., and Kan.

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1290 Grand Ave., Emerson 7309
ST. PAUL 5, MINN.
Terr.: Western Wis., Minnesota,
North and South Dakota

HUTCHINS BROKERAGE CO.
218 Third Ave., N.
MINNEAPOLIS 1, MINNESOTA
Terr.: Minneapolis and Adj. Terr.

West So. Central States

H. L. BLACKWELL COMPANY
Emery Way at Sunset Drive
EL PASO, TEXAS
Phone: 3-0503
Terr.: Tex., N. Mex., and Ariz.

S. D. CARTER COMPANY
Merchandise Brokers
Box 217
SHERVEPORT, LA.
Terr.: La., Ark., & E. Texas

West So. Central States (contd.)

GENERAL BROKERAGE CO.
539 Tchoupitoulas St.
NEW ORLEANS 4, LA.
New Lines Desired
Complete coverage in Louisiana
and Mississippi of candy manufac-
turers, jobbers, and wholesale
grocers.

G & Z BROKERAGE COMPANY
524 North 12th Street
ALBUQUERQUE, NEW MEXICO
A combined confectionery experi-
ence of 38 years.
Covering Arizona, New Mexico,
Idaho, Utah, and El Paso County,
Texas.

W. S. STOKES
Broker & Agent
BATESVILLE, ARKANSAS
Candy - Novelties - Specialties
Terr.: Arkansas—Accounts solicited

J. J. BOND & COMPANY
1840 Hill Crest—Phone 7-1800
FORT WORTH 7, TEXAS
Territory: Texas and Oklahoma

Mountain States

CAMERON SALES COMPANY
5701 East Sixth Ave.
DENVER 7, COLORADO
Candies and Allied Lines
Terr.: Colo., Mont., Idaho, Utah,
N. Mex.

JERRY HIRSCH
Manufacturers' Representative
Candy and Specialty Items
4111 E. 4th St.
TUCSON, ARIZONA
Territory: Arizona, New Mexico,
& El Paso, Texas

T. J. LANPHER COMPANY
Confectionery and Food Products
BILLINGS BUTTE GREAT FALLS
(General Office)
Terr.: Montana & Northern Wyoming
Established 1907

FRANK X. SCHILLING
Confectionery and Novelty Items
Box 416—Phone 2-3540
BUTTE, MONTANA
Complete coverage of Montana,
Idaho, and Wyoming.

**HARRY YOUNGMAN
BROKERAGE COMPANY**
Box 1619
DENVER 1, COLORADO
Territory: Colo., Wyo., Utah,
Idaho, Mont., N. Mexico

Pacific States

JOHN T. BOND & SON
637 S. Wilson Place
Phone Federal 6028
LOS ANGELES, CALIF.
Territory: Pacific Coast
Our 28th Year in Candy and
Food Field

BELL SALES COMPANY
100 Howard Street
SAN FRANCISCO 5, CALIFORNIA
Candy & Food Specialties
Terr.: Calif., Reno, Nev.,
Hawaiian Islands

WITENBERG-ROSS
24 California St.
Phone: EXbrook 7873
SAN FRANCISCO 11, CALIFORNIA
315 West Ninth St.
Phone Trinity 7159
LOS ANGELES 15, CALIFORNIA
Terr.: Calif., Arizona, Nevada
& Export

Pacific States (contd.)

CARTER & CARTER
Confectionery Mfr's Agents
Established with Industry since 1901
91 Connecticut St.
Phone: Main 7852
SEATTLE, WASHINGTON
Terr.: Wash., Ore., Utah, Ida.,
Mont., Nev., Wyo.

GENE ALCORN & CO.
1340 E. 6th Street
LOS ANGELES 1, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIF.
Territory: State of California

MALCOLM S. CLARK CO.
1487 1/2 Valencia St.
No. Cal.; Nev.; & Hawai;
SAN FRANCISCO 10, CALIF.
923 E. Third St.—Southern California
LOS ANGELES 13, CALIF.
1238 N.W. Glisan—Oregon
PORTLAND, OREGON
915 Terminal Sales Bldg.
Wash., N. Idaho
SEATTLE 1, WASH.
3621 Nations Ave.
Ariz., New Mex., W. Texas
EL PASO, TEXAS

J. RAY FRY & ASSOCIATES
420 Market St.—Phone Garfield 7696
SAN FRANCISCO, CALIF.
Terr.: Calif., Ore., Wash., Mont.,
Ida., Utah, Wyo., Nev., Ariz.

CHARLES HANSEH
112 W. Ninth Street
LOS ANGELES 15, CALIFORNIA
Personal contacts with chains, job-
bers, syndicates & dept. stores
throughout California

GEORGE W. HARTLEY
89 Marietta Drive
SAN FRANCISCO 16, CALIFORNIA
Phone: JUmpier 4-5300
Pacific Coast Representative

KESSLER BROTHERS
739 Market St.—Tel. Garfield 7354
SAN FRANCISCO 3, CALIF.
Terr.: 11 Western States, Army &
Navy, Export Wholesale Jobbing
and Retail coverage for Quality
Manufacturers.
Offices, S.F.—L.A.—Portland—
Honolulu
Established 1925
Sidney H. Kessler
Theodore D. Kessler

I. LIBERMAN
SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr.: Wash., Ore., Mont., Ida.,
Utah, Wyo.

HARRY N. NELSON CO.
112 Market St.
SAN FRANCISCO 11, CALIF.
Established 1906
Sell Wholesale Trade Only
Terr.: Eleven Western States

GEORGE R. STEVENSON CO.
302 Terminal Sales Building
SEATTLE, WASH.
Territory: Wash., Ore., Ida., Mont.
Over 20 years in this area.

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Confectionately Yours

CANDY'S DANDY: Technical Superintendent Peter Laureys, who also has the pleasant job of tasting candy at Loft Candy Corp., sometimes tastes as many as 300 pieces a day and sometimes takes home a lot of candy "for homework." Although Loft makes between 450 and 500 kinds of candy, some with as many as 16 ingredients, Mr. Laureys says he can identify any one and its ingredients simply by tasting.

"You can bring me any piece of candy in the world," says Mr. Laureys, "and let me look at it and taste it, and I can duplicate it. There are only about a dozen basic formulas, but from each one you can make 1,000 variations."

The bugaboo of candy's allegedly contributing to obesity and meal-time listlessness is definitely fallacious, so far as Mr. Laureys and his job are concerned.

"I can't understand why people say candy is fattening," he says. None of my family is overweight—not even my fox terrier, Spot—and we all plenty of candy."

Asked by a New York Sun reporter if his candy diet interfered with his meals, Mr. Laureys replied: "I eat three meals a day—except on Saturdays and Sundays, when I eat five."

Mr. Laureys is 5 feet 7 inches tall and weighs about 160 pounds. He began work for Loft in 1916, when he was paid \$50 for every new candy piece he originated. He started on a full-time basis with the firm in 1919. This Summer he plans a trip to Europe—to visit candy factories.

CANDY MIX: Life and Parents magazine will shortly run ads showing children's hats decorated with "Baby Ruth," "Hershey," and "Tootsie Roll" designs. . . . That tasty candy in the Council on Candy's ads is donated to Chicago's Children's Memorial Hospital once the ads are prepared. . . . Touched by five-year-old Billy O'Grady's allergy to cane sugar that prevented candy eating, John B. Coppedge, Jr., vice-president of Colonial House Candy Stores, made a special batch of beet sugar candy for the boy. . . . And in Odebolt, Iowa, candy for a party was stored in the city jail for safekeeping. You guessed it: the candy was stolen.



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"Stop, Look, and Listen," Business Told

THE BEST PROCEDURE for business during 1949 is to concentrate on short range planning, so as to be ready and able to meet issues and adapt business operations with speed and facility.

Such is the statement of caution voiced by Henry H. Heimann, executive manager of the National Ass'n. of Credit Men. Business should keep in mind, he explains, that we are living in a political economy, and that "we must realistically face the fact that social unrest continues throughout the world. During such periods it becomes difficult for business to operate, and long range planning is most hazardous."

Predicting "sharp readjustments in certain industries where supply is catching up with demand, and a continuation of the trend from a sellers' to a buyers' market in many more industries," Mr. Heimann stated there should be no "bust" period in 1949. Demand for goods in this nation and throughout the world generally is still far from satisfied, he added. As the government budget alone is of such size that it cannot help but "materially influence our economic condition," Mr. Heimann asserted "government will have a greater, not less, influence on business and on our economy."

"A stop, look, and listen attitude in times like these is the safest and wisest course for business," suggested Mr. Heimann, in offering the following business-planning program for 1949:

1.—*Business should strengthen its sales and credit department.* It will need a strong sales force when it faces a buyers' market, and, since many failures are in the offing, it will need a strong credit department to avoid undue bad debt losses.

2.—*Business should buy for needs only.* The price level of inventories is too volatile. Do not use your business institution for speculation.

3.—*Break-even points are so high today that a slight recession in sales can transform a profitable operation into a losing venture.* Insofar as you have control of cost items, keep in mind the necessity of being constantly alert to reduce your break-even point.

4.—*Labor is continuing to get stronger.* The most essential thing confronting business is a renewed effort to work out in some way a satisfactory labor-management relationship. This effort should be carried on despite failures of the past.

5.—*Anticipate higher taxes. They are coming.*

6.—*Be careful about going into debt for plant expansion.* But be courageous enough to assume a reasonable debt for plant modernization that will reduce your costs.

7.—*Translate your earnings into realistic purchasing dollars.* If you replace your equipment or rebuild your plant, you will learn how the purchasing power of the dollar has declined.

8.—*Do not assume your voice in government will*

not be heard. Speak frankly and courageously. This is your right and your duty.

9.—*Develop a close contact with the people who represent you in government.* How else can they know your views?

10.—*Have the courage to accept the increased tax, if you as a business man must choose between advocating increased taxation or deficit financing.* This doesn't mean that you should diminish your efforts to reduce the cost of government. You should vigilantly keep after a program for the reduction of government cost. If government appropriations exceed the tax intake, however, taxes should be revised; the government's credit demands it. It is time we discharge the trust obligation to those who have invested in government bonds by maintaining a sound fiscal policy.

11.—*Subsidies and foreign aid will continue.* Count on them but realize these are artificial stimuli that some day must be drastically reduced or totally eliminated.

12.—*Business must be more socially conscious in these times.* It is essential if the public is to have a favorable regard for business.

13.—*The government should immediately attempt the development of a greater cooperative effort and a better understanding between business, agriculture, labor, and consumers.* To effect this, it is suggested that a conference be called wherein top level management in all fields, with the consumer represented by a committee named by the President, may discuss, explore, and try to reach a common agreement on achieving an effective labor-management program and a check on the spiral of inflation.

Reflecting the views of nearly 30,000 credit and financial executives in the larger markets of the country, the following summary of opinions on the 1949 outlook is also presented by Mr. Heimann:

1.—*Payments and accounts are slowing up.* All agreed, however, payments now are not slower than before the war. Two-thirds of the firms represented have not changed payment terms in the last six years. One-third has made a change by shortening terms.

2.—*Cash discounts offered for prompt payment are reported unchanged by two-thirds in the last six years.* One-third report they changed cash discounts by reducing the rate. None report an increase in cash discounts.

3.—*Accounts receivable are reported at the peak of their postwar business by two-thirds.* When the increased volume of sales is taken into consideration, however, three-fourths report accounts receivable are not higher relatively than before the war.

4.—*Higher bad debt losses are anticipated by the entire group.* When compared to increased sales, however, these bad debt losses are not considered out of hand or a serious threat to earnings.

Look to VACUUM and RACINE

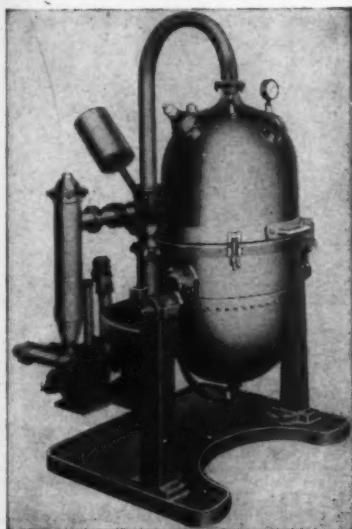
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SIMPLEX VACUUM COOKERS

12 HARD CANDY COOKING TESTS

And Report of Findings from a Prominent Institute of Technology

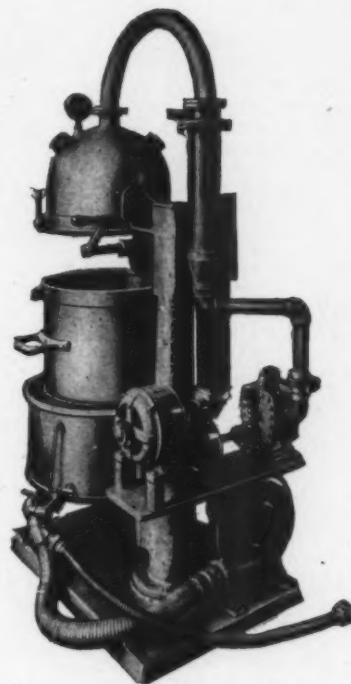
- 1 Hard Candy made in the Simplex Vacuum Cooker is highly lustrous, drier, whiter than open fire production; keeps lustre longer, has more satiny texture and finish.
- 2 Because moisture is drawn by vacuum process stickiness from dampness is reduced.
- 3 Simplex production has less inversion than open fire production.
- 4 When a batch of candy is cooked in a Simplex with vacuum applied, it is immediately ready to be used on pullers, whereas open fire production must be cooled on a slab and time is lost in handling and waiting for production to cool. Less man power is required on slabs.
- 5 Fewer slabs needed where a Simplex Vacuum Cooker is used. No greasing of slabs necessary.
- 6 The Simplex Vacuum Cooker cooks at 270 degrees, whereas open fire candy is cooked at 315 or 325 degrees, therefore a Simplex uses less fuel.
- 7 Production made on Simplex from a formula of 70% sugar and 30% corn syrup is equal to and better than open fire candy made of 80% sugar and 20% corn syrup, therefore the cost of raw material is less.
- 8 Candy cooked in a Simplex requires less flavoring and less cooking than open fire candy.
- 9 With a Simplex it is possible to salvage more scrap than by open fire.
- 10 Candy cooked in the Simplex spins smoother and does not get lumpy like open fire production.
- 11 Simplex Cooker increases production without required additional help.
- 12 Simplex Cookers assure less shrinkage.



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Simplex Vacuum Cooker cooks perfectly all pure sugar or all corn syrup or any combination of the two.

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- Snow Plow Cream Beaters
- Caramel Cutters

VACUUM CANDY MACHINERY CO.

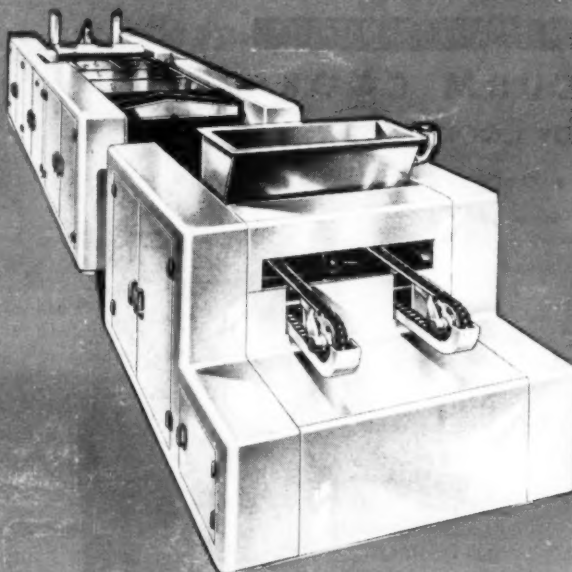
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